

## Course Outline

<b>Course Code</b>	: MKT3724
<b>Course Title</b>	: Sustainability Marketing
<b>Semester</b>	: Semester 1, AY 2023/2024
<b>Faculty</b>	: Ms Terri Seow
<b>Department</b>	: Marketing
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<b>URL</b>	: <a href="https://bschool.nus.edu.sg/marketing/faculty/">https://bschool.nus.edu.sg/marketing/faculty/</a>

### **Overview**

Sustainability is increasingly becoming a necessity as corporations recognise that embedding sustainability in their business strategies will ensure longevity and bring forth more innovation and greater financial performance in the long run. As they navigate through the challenges of understanding sustainability, business leaders are mindful of the integral role their companies need to play in this evolving ecosystem. The role of Marketing, through the 4Ps, is critical as an organisation strives towards being more sustainable.

This module, Sustainable Marketing, will give you the foundation needed to understand how corporates can tackle the issues of sustainability and how Marketing – given its strategic position within a company, can play a pivotal role in developing a brand – through its Product, Pricing, Promotion and Place(ment) strategies, to positively impact its economic, social and environmental dimensions.

### **Module Objectives**

Through many real world examples and by hearing from practitioners who are experts in various disciplines. Students can expect to:

1. Understand how industrialization and globalization are affecting the climate and community
2. Know the challenges and opportunities affecting sustainability
3. Understand the roles of players within the eco-system, with a focus on corporates
4. Learn what is a Sustainability Product
5. Understand what influence consumer behaviours
6. Apply key consumer behaviour theories and concepts
7. Understand the role of Pricing in Sustainability Marketing
8. Look at ways of distributing products sustainably
9. Learn the various communication tools and how to communicate Sustainability effectively
10. Know what makes an effective sustainability leader
11. Learn about the importance of collaboration in achieving our common goal

**General Guide & Reading** (e.g. Case preparation guide, project report guide, main textbook & supplementary materials, etc)

Here are some materials for background reading for the first few lectures:

1. Text Book: Sustainability Marketing. A Global Perspective. Frank-Martin Belz and Ken Peattie
2. <https://sdgs.un.org/goals> United Nations' Sustainability Development Goals
3. Concept of 'donut economies'  
[https://www.youtube.com/watch?time\\_continue=63&v=Rhcrbcg8HBw&feature=emb\\_title,%20or](https://www.youtube.com/watch?time_continue=63&v=Rhcrbcg8HBw&feature=emb_title,%20or)
4. 5 Ways to shift consumer towards Sustainable behaviour <https://theconversation.com/5-ways-to-shift-consumers-towards-sustainable-behaviour-120883>
5. **[Innovation pathways towards creating integrated value: A conceptual framework](https://www.waynevisser.com/wp-content/uploads/2020/11/STL_paper2_visser_civ_2017.pdf)**  
[https://www.waynevisser.com/wp-content/uploads/2020/11/STL\\_paper2\\_visser\\_civ\\_2017.pdf](https://www.waynevisser.com/wp-content/uploads/2020/11/STL_paper2_visser_civ_2017.pdf)

### **Assessment**

Assessment Components	Weightage
Group Project	40%
Class Participation	30%
Individual Essay	30%

Group Assignment:

TBC

Individual Essay:

TBC

### **Academic Honesty & Plagiarism**

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is “the practice of taking someone else’s work or ideas and passing them off as one’s own” (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

### **Additional guidance is available at:**

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

### **About me . . .**

I am an adjunct lecturer and working full time at the world’s most trusted news organization – BBC Global News, as Vice President, Marketing & Insights, Asia Pacific. I started my career in advertising agency, before moving in-house to head up Marketing function in world renowned companies. I am an experienced Marketer with a strong belief in doing our part to preserve our beautiful planet and building a sustainable future for all. I am an alumna of Cambridge Institute of Sustainability Leadership, Cambridge University.

**Schedule and Outline. \*Subject to change**

Lesson/ Week	Topic	Chapter/ Reading/ Video	Activity (preparation / cases & assignments / follow-up readings & resources)
1	What is Sustainability? Where are we now? And how did we get here?	<a href="https://sdgs.un.org/goals">https://sdgs.un.org/goals</a> <a href="https://www.slideshare.net/IGBPsecretariat/great-acceleration-2015">https://www.slideshare.net/IGBPsecretariat/great-acceleration-2015</a>	Getting to know you. Read article before coming to class.
2	Rewiring the economy – the role of corporates, government and finance	Case Studies: Life Buoy & Shake Shack	
3	Building a Sustainable Product and Sustainable Production	<a href="https://ellenmacarthurfoundation.org/topics/circular-economy-introduction/overview">https://ellenmacarthurfoundation.org/topics/circular-economy-introduction/overview</a> <a href="https://sdgs.un.org/goals/goal12">https://sdgs.un.org/goals/goal12</a>	
4	The Sustainable Consumer and Sustainable Consumption Part 1	Chapter 4	Come with examples of innovative consumptions Guest speaker on Consumer Behavioral Science
5	The Sustainable Consumer and Sustainable Consumption Part 2	Chapter 4	Guest speaker on Consumer Mindset research
6	Sustainability Communication – Part 1	Chapter 8	
	Recess Week		
7	Sustainability Communication – Part 2		Guest Speaker on creating Content on Sustainability
8	Sustainability Pricing and Triple Bottom Line		
9	Sustainability Leadership		
10	Achieving Corporate Sustainability Goals and the Power of Collaboration		Guest Speaker on power of collaborations
11	Best Practices Examples		Guest Speaker
12	Group Project Presentation – Groups 1 - 5		
13	Group Project Presentation – Groups 6-10		