

## Course Outline

**Course Code** : MKT3724  
**Course Title** : Sustainability Marketing  
**Semester** : Semester 2, AY 2024/2025  
**Faculty** : Ms Regina Yeo  
**Department** : Marketing  
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### **Course Description**

Sustainability is a practice and an evolving process. It is a balancing act as companies aim to create a long term view of implementing a business strategy that looks into cultural, social, environmental and ethical dimensions. As companies navigate through the challenges of understanding sustainability, business leaders acknowledge that organisational culture and change agents play an integral role in the shift toward embedding sustainability in the day-to-day business decisions and processes.

The module, Sustainable Marketing, places the role of marketing and communications as key to framing the right message and narrative in the sustainability agenda. In understanding the attitudes of consumers towards sustainable consumption, we learn to use marketing and communications for behavioural change towards a more sustainable lifestyle

### **Course Objectives**

This module aims to help students:

1. Understand how industrialization and globalization are affecting the climate and community
2. Know systemic pressures and challenges, and the opportunities affecting sustainability
3. Know what makes an effective sustainability leader
4. Understand the conscious consumer
5. Apply key consumer behavior theories and concepts
6. Assess how businesses can support sustainability strategies through effective marketing and communications
7. Learn through best practices, and the tools and skills needed for effective sustainability marketing

### **References and Readings**

You are not required to purchase a textbook for this course. Instead, you will be expected to read widely. A list of recommended readings and references will be provided to enhance your understanding of the topics covered.

Recommended readings and resources include online articles, documentaries, videos and podcasts.

### **Assessment Components**

Class Participation	20%
Individual Assignment I	20%
Individual Assignment II	30%
Group Project	30%
<b>Total</b>	<b>100%</b>

To benefit from the course, it is important to be positive and have a growth mindset. Whilst we learn to work independently, it is important to be an effective team player as well. It does not augur well if one is a free-rider in group projects. The University takes a stern view of such behaviour. In instances where groups report severe inequity, a peer assessment form may be used to moderate and alter the final scores of students who free-ride.

### **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 doubts, 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>

## Course Schedule

*(Tentative. Schedule will be confirmed when semester commences)*

Lesson/Week	Topic	Remarks
1	Introduction to Sustainability	
2	Stakeholders & Shared Responsibility	
3	Responsible Consumer Behaviour and Segmentation	
4	Responsible Consumption and Production	
5	Reconciling Product Sustainability	
6	Rewiring Marketing: Green Marketing or Greenwashing?	
	<b>Recess Week</b>	
7	Circular Economy   Design, Delivery & Innovation	
8	Sustainability Marketing Communications	
9	Marketing as a Change Agent	
10	Sustainability Leadership - a hands-on activity Project Consultations	
11	Group Presentations	
12	Group Presentations	
13	Aligning brand and purpose in Sustainability Marketing	