



Syllabus

Academic Year	2023/2024
Program	Marketing
Course	Sustainability for Marketing
Term	I semester
Year	2
SSD	SECS-P/08
Credits	6

INSTRUCTIONAL GOALS

A first goal of the course consists in sharing with students existing knowledge and co-creating new one about environmental sustainability, its relevance and impact on the marketing function. The course sets out to illustrate the main theories and models underlying the emergence of environmentally sustainable production and consumption patterns in modern societies.

Another goal is to provide students with tools, techniques, and methodologies for analyzing such patterns in order to promote sustainability by developing effective solutions in terms of marketing and communication strategies.

INTENDED LEARNING OUTCOMES

They describe what a learner is expected to know, understand and be able to demonstrate after completion of a learning path.

Knowledge and understanding:

The course aims at providing students with key tools useful to know and understand: **i**) the importance of environmental protection to both current and future generations; **ii**) the main environmental sustainability principles deriving from national and supranational policies; and **iii**) the impact of environmental sustainability “imperative” on company practices and consumer behavior.

Applying knowledge and understanding:

The course sets out to adopt a problem-based learning approach. Therefore, students will be given the opportunity to apply theories and models to real problems. More specifically, upon completing the course, students should be able to: **i**) apply theoretical concepts and models discussed in class to real cases; **ii**) examine and compare real situations and marketing strategies by identifying strengths and weaknesses; **iii**) collect data and apply analytical models to develop solutions to real problems; and **iv**) design actionable strategies that promote environmental sustainability, even in compliance with national and supranational policies.

Making judgements:

The instructor will discuss real case studies with students and will offer them the opportunity to work either in autonomy or in team, according to the guidelines provided, to solve practical problems. This approach should allow students to improve their critical thinking abilities and develop implementable creative solutions to challenging problems.

Communications Skills:

During the course students will be given the opportunity to improve their written and oral communication skills. They will be involved in in-class assignments and project works and will be required to write structured reports and power point presentations. Furthermore, students will be asked to present their results and ideas in public and, as such, will be encouraged to respond to the critical feedback and questions posed by the teaching team and their peers.



	<p>Learning skills: Upon completing the course, students should be able to build a toolbox and use the acquired knowledge and skills in autonomy and in an appropriate way. They should be able to search for new sources of information on the topics covered by the course, and critically evaluate whether and why certain theories or models can be more appropriate than others to address real problems.</p>
Pre-requisites	Knowledge of basic marketing principles.
Course content	The course revolves around three main themes. The first one introduces the issue of environmental sustainability, its underlying dimensions, and the role marketing can play in fostering sustainable development. Related to this, the second theme presents sustainable marketing with a special focus on how sustainability has been affecting all marketing processes, ranging from production and distribution to communication and consumption. The third theme focuses on consumption and presents a series of (evidence-based) strategies and tactics for companies and public institutions to encourage sustainable consumption across different consumer segments and across different industries, such as fashion and food, as well as tourism and hospitality.
Reference Books	Slides, research papers, and other materials will be listed and made available on the e-learning platform. Recommended readings: - Martin, D., and Schouten, J. (2014). Sustainable Marketing . New York: Pearson (TBC). - White, K., Habib, R., and Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. Journal of Marketing , 83(3), 22-49 (with appendices)
Teaching Methods	Asynchronous and synchronous online teaching modes, with theoretical lectures, case-study discussion, practical exercises, project work and in-class presentations.
Assessment	There is no final exam. Students' performance will be evaluated by means of a continuous assessment and a project work. By continuous assessment we mean that students' work will be evaluated throughout the semester based on their participation and reaction to asynchronous activities, as well as on individual tests regarding specific assignments. Furthermore, students' overall assessment will integrate the evaluation of a team-based project work regarding a real problem.
