

BUSI 4219A Sustainability Marketing – Fall 2025

Instructor: Dr. Irene Lu
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Class Time: Wednesdays, 11:35 am – 2:25 pm
Office Hours: By appointment

COURSE DESCRIPTION

An overview of the roles of marketing in a sustainable society: advancing organizations' economic success while creating positive impacts on the environment and society; promoting consumers' sustainable lifestyle; advocating institutional change to facilitate sustainable production and consumption.

COURSE PREREQUISITES

Third year standing. Restricted to BCom, BIB and students registered in any of Sprott's Minor in Business offerings.

COURSE OBJECTIVES

As it becomes increasingly important to be sustainable, marketers similarly need to adapt and be more socially and ecologically conscious. As such, marketing students need to gain the knowledge and skills to be sustainability advocates. This course provides an overview of the role of marketing in a sustainable society: advancing organizations' economic success while creating positive impacts on the environment and society; promoting consumer's sustainable lifestyle; advocating institutional change to facilitate sustainable production and consumption.

The course is to help students:

- Understand the historical background of sustainability marketing
- Understand why marketers should be aware of their impact on the natural environment and society
- Understand how and why sustainability marketing strategies help organizations deliver superior value to both customers and stakeholders
- Understand how to integrate sustainability into marketing mix strategies including product development, product reclamation, distribution, promotion, and pricing
- Learn the theories and practices of promoting consumers' sustainable lifestyle and behavioral changes
- Understand the need for institutions to facilitate sustainable production and consumption
- Develop a sustainability marketing plan (including decisions on targeting, positioning, branding, marketing mix, and monitoring/measurement) for businesses

REQUIRED MATERIAL

A webcam.

OPTIONAL TEXTBOOKS

A formal textbook is not required for this course. However, the course assumes that you have a solid understanding of basic marketing theory. If you feel the need to refresh your knowledge, you are encouraged to consult any introductory marketing textbook.

Richardson, N. (2024). *Sustainable marketing planning*. Routledge. ISBN: 9781003434214

Dahlstrom, R., & Crosno, J. (2024). *Sustainable marketing*. 3rd Edition. Sage Publications. ISBN: 9781071927175

REQUIRED READINGS/RESOURCES:

All assigned readings and resources will be posted on Brightspace. These may include case studies, videos, journal articles, and other materials designed to support your learning. Please note that while some resources are available through the library or online, certain case studies or other assigned materials will require purchase. Detailed instructions for accessing and purchasing these will be provided on Brightspace.

Course guide: <https://library.carleton.ca/node/30130>