



BUSI 4219A Sustainability Marketing – Fall 2026

Updated on July 26, 2026

Instructor: Dr. Lei Li
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Class Time: Wednesdays, 11:35 am – 2:25 pm
Modality: In-person
Office Hours: By appointment
TA Name/Email: TBD

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>

COURSE NORMS:

Use of Brightspace

The course Brightspace website contains all pertinent course information. It will be the primary source for announcements, distribution of materials, including assignments, supplemental readings, and more. Grades will be posted on Brightspace as soon as they are available. To access your courses on Brightspace, visit <https://carleton.ca/brightspace>. For help and support, go to <https://carleton.ca/brightspace/students>.

Email Policy

The best way to contact the instructor is through email via Brightspace. If you prefer to email her directly, please **include “BUSI 4219” in the subject line** so she knows which course you are enrolled in. According to Carleton University policy, any inquiries involving confidential student information (e.g., grades or health issues) must be sent from your @cmail or @carleton email accounts.

Please note that the instructor does not respond to student emails over the weekend. During the week, she will aim to reply within 48 hours; however, an immediate response should not be expected. Additionally, she will not respond to questions by email that have already been

addressed in class. For general inquiries, please check the Brightspace course Forum (discussion board) to see if your classmates can assist.

Course Material Sharing Policy

The course materials, including presentations, notes/slides, case studies, assignments, and exams, remain the intellectual property of the instructor. These materials are for personal use only and may not be reproduced or redistributed without the prior written consent of the instructor.

Recording or Videotaping Policy

Students are NOT permitted to audio or video record any portion of the class sessions.

MARK ALLOCATION (Tentative)

Individual Work (50%)	
1. In-class contribution	7
2. Class attendance	7
3. Case snapshots (4 in total)	24
4. Paper reflections (2 in total)	12
Group Work (50%)	
5. Case presentation	10
6. Paper presentation	10
7. Sustainable innovation project	30
Project deliverables: 30 (report: 25; presentation: 5)	
Total	100

EVALUATION CRITERIA

1. In-class Contribution

Your in-class contribution will be evaluated based on the **quality** of your participation throughout the term. Contributions may include sharing examples from your experience, asking insightful questions, presenting a point of view, or drawing conclusions, among other things. The instructor will track student participation in each class. You are also required to maintain a record of your own participation.

The quality of your course experience is directly tied to the quality of in-class contributions, so please make every effort to share your thoughts, ideas, experiences, and questions with your colleagues. Simply attending class will not earn class contribution marks, as this is not an attendance mark. For additional notes on attendance, please see below.

2. Class Attendance

Attendance will be taken at random during seven of the twelve sessions throughout the term.

Arriving late to class or leaving during a session (except in extenuating circumstances and after informing the professor) is disruptive to both the instructor and your fellow students, and it detracts from the learning environment. Such behavior is not appreciated in any setting, including this classroom.

[Attendance is mandatory for the project presentation sessions.](#) Failure to attend these sessions, arriving late, or leaving early without prior permission will result in a [2%](#) penalty per missed session, applied to the in-class contribution portion of your course grade. If you are unable to attend due to illness, please submit the appropriate medical certificate at the next class or within a week.

3. Case Snapshots

We will discuss several cases in class throughout the term. To help you prepare for these discussions, you will need to write a snapshot for each case before the discussion. The guidelines for these snapshots are available on Brightspace.

4. Paper Reflections

The reflection assignment is spread across several sessions. In each session, you will reflect on what you have learned from the class material and presentations. Detailed guidelines are available on Brightspace.

5. Case Presentations

Each group will lead the class discussion on a pre-assigned case. Detailed guidelines are available on Brightspace.

6. Paper Presentations

Each group will lead the class discussion on a pre-assigned paper. Detailed guidelines are available on Brightspace.

7. Sustainable Innovation Project

Detailed guidelines are available on Brightspace.

LATE PENALTY

Late submissions for the case snapshot assignment will NOT be accepted. For all other assignments, a penalty of 20% per day will be applied. Assignment weights cannot be shifted.

INFORMATION ON GROUP ASSIGNMENTS

The purpose of group assignments is to give students the opportunity to practice managerial skills and learn from each other in a setting that closely resembles the workplace. Group work should NOT involve dividing the assignment into parts to be completed individually and then assembling it into one document at the last minute. Especially in a course that emphasizes professional

practice standards, this approach is not recommended. The report should read as a cohesive piece of writing, not a collection of individual styles.

Group Peer Evaluation. A group grade will be assigned, but not all members may receive the same grade. Each group member is required to submit a peer evaluation for each group member by the specified deadline. Failure to submit the peer evaluation on time will result in a penalty of 20% of the assignment's value per day. The evaluation form, along with detailed instructions, is available on the course website.

Infractions of Academic Integrity. As part of your group assignment, you must complete and upload the 'Declaration of Academic Integrity' form available on Brightspace. Since you are working on the entire assignment together, you are all jointly and individually responsible for any infractions of academic integrity. This means that if one group member plagiarizes or fails to cite sources, all members will receive the same penalty. You cannot excuse yourself by claiming that you did not personally complete that portion of the assignment.

USE of AI TOOLS

Since this course focuses on developing your original ideas and critical thinking, using AI tools for these tasks would undermine the learning objectives and is therefore prohibited. Using AI tools to generate content for assignments and presenting it as your own work, or copying or paraphrasing content produced by AI tools without proper citations or the instructor's consent, are considered violations of academic integrity.

CLASS OUTLINE/SCHEDULE (Tentative and subject to change)

Session	Date	Topics	Read before class	Due @ 11:00 AM Wednesday (same day)	Due @ 11:00 AM Wednesday (next class)
1	Sept. 09	Discussion of Course Requirements An Overview of Sustainable Marketing			
2	Sept. 16	Overconsumption and Waste			Finalize groups for Class presentations and Group reports; Students self-select their team through Brightspace link.
3	Sept. 23	Sustainable Product Innovation	Case 1	Case Snapshot 1	Peer Evaluation Survey for Case 1 group presentation.
4	Sept. 30	Paper Topic 1: Consumer Morality, Anti-consumption, & Minimalism	Assigned papers		Paper Reflection 1
				Project - product concept due	
5	Oct. 07	Sustainable Packaging Strategies	Case 2	Case Snapshot 2	Peer Evaluation Survey for Case 2 group presentation.
6	Oct. 14	Paper Topic 2: Sustainable Luxury & Sustainable Packaging	Assigned papers		Paper Reflection 2
7	Oct. 21	Sustainable Pricing and Communication	Case 3	Case Snapshot 3	Peer Evaluation Survey for Case 3 group presentation.
	Oct. 26-30	Fall Break			
8	Nov. 04	Sustainable Retailing	Case 4	Case Snapshot 4	Peer Evaluation Survey for Case 4 group presentation.
9	Nov. 11	Paper Topic 3: Green Skepticism & Cause-Related Marketing	Assigned papers		Paper Reflection 3
10	Nov. 18	Balancing Sustainability and Growth	Case 5	Case Snapshot 5	Peer Evaluation Survey for Case 5 group presentation.
11	Nov. 25	Presentations - Sustainable Innovation Project			
12	Dec. 02	Presentations - Sustainable Innovation Project		Project report, Declaration of Academic Integrity Survey, Peer Evaluation Survey for the project, & Research Ethics Compliance Survey. (11:00 AM, Dec. 04).	

Contribution to Learning Goals of the Program ([BCom](#), [BIB](#)):

Program Learning Goal	Competencies Not Covered	Competencies Introduced (only)	Competencies Taught But Not Assessed	Competencies Taught and Assessed
BC1 Knowledge <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>				X
BC2 Collaboration <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>				X
BC3 Critical Thinking <i>Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on analysis and evaluation.</i>				X
BC4 Communication <i>Graduates will be effective and persuasive in their communications.</i>				X

ADDITIONAL INFORMATION

Course Sharing Websites

Materials created for this course (including presentations and posted notes, labs, case studies, assignments, and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Required calculator in BUSI course examinations.

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

Group work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, followership, and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

Grading

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

Academic Regulations

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

Requests for Academic Accommodation

Carleton is committed to providing academic accessibility for all individuals. You may need special arrangements to meet your academic obligations during the term. The accommodation request processes, including information about the *Academic Consideration Policy for Students in Medical and Other Extenuating Circumstances*, are outlined on the Academic Accommodations website (students.carleton.ca/course-outline).

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

Pregnancy Accommodation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Religious obligation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Academic Accommodations for Students with Disabilities

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. carleton.ca/pmc

Survivors of Sexual Violence

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and its survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: carleton.ca/sexual-violence-support

Accommodation for Student Activities

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. <https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: students.carleton.ca/course-outline

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another’s ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated.

Process: If an alleged violation occurs, all relevant documentation will be forwarded to the Dean. If the allegation proves true, the penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. **For a first offence, at a minimum, the penalty assigned will normally be a zero on the submitted work and at least a minimum full grade reduction of the final course grade. For a second offence, at a minimum, the penalty assigned will normally lead to a suspension from studies.**

Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>.

Sprott Student Services

The Sprott Undergraduate Student Services Office offers program advising and overall student success support. Our team is available to discuss your academic goals and your program progression plans. We can also work with you to develop strategies for success, including study skills for Business. If you experience any difficulty this term or if you would like to access support, please contact our team at bcom@sprott.carleton.ca or at bib@sprott.carleton.ca.

Centre for Student Academic Support

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: carleton.ca/csas.

Important Information:

- Students must always retain a copy of all work that is submitted.
- All final grades are subject to the Dean’s approval.
- For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://carleton.ca/its/get-started/new-students-2/>