

## **BUSI 4219A Sustainability Marketing – Fall 2022**

Last updated on September 3, 2022

**Instructor:** Dr. Irene Lu  
**Email:** [irene.lu@carleton.ca](mailto:irene.lu@carleton.ca)  
**Class Time:** Mondays, 11:35am – 2:25pm  
**Classroom:** NI 4050  
**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

### **RECOMMENDED BOOKS**

You are not required to purchase a formal textbook for this course. But this course is designed based on the assumption that you have a good grasp of basic marketing theory. If you find that you need to refresh your knowledge, you can consult any introduction to marketing textbook.

Richardson, N. (2019). *Sustainable marketing planning*. Routledge. ISBN: 9780429399114 [Available at Carleton's ARES Library Reserves.]

Dahlstrom, R., & Crosno, J. (2022). *Sustainable marketing*. Chicago Business Press. ISBN: 978-1-948426-37-4

Sidibe, M. (2020). *Brands on a mission: How to achieve social impact and business growth through purpose*. Routledge. ISBN: 9780367855437

### **REQUIRED READINGS/RESOURCES:**

All assigned cases are available for viewing via ARES Library Reserves. Other resources will be posted to Brightspace on an as needed basis throughout the term.

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

### **COURSE NORMS:**

#### ***Use of Brightspace***

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

#### ***Email Policy***

The best way to contact the professor is to send her an email via Brightspace. If you wish to send her an email directly, please be sure to **indicate “BUSI 4219” in your email’s subject line**, so that she will know which of the classes she is teaching you are taking. In keeping with Carleton University policy, your @cmail or @carleton email accounts must be used for any enquiries which involve confidential student information (e.g., about grades or health issues). The professor does not respond to student emails over the weekend. During the week the professor will endeavor to answer your emails within 48 hours; you should not expect an immediate response. She will also not answer by email questions that have already been asked and answered in class. Please use the Brightspace course Forum (discussion board) to ascertain whether your classmates can assist you.

## ***Course Material Sharing Policy***

Student or professor materials created for this course (including presentations and posted notes/slides, 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).

## ***Recording or Videotaping Policy***

Students are NOT permitted to audio or video record any portion of the class sessions. If you feel you require this form of accommodation, please contact the Paul Menton Centre to formally request accommodation.

## **MARK ALLOCATION (Tentative)**

<b>Individual work (55%)</b>	
1. Class contribution	10
2. Case snapshots (7 in total)	35
3. Reflective blog entries (3 in total)	10
<b>Pair work (5%)</b>	
4. Topic presentation (1 in total)	5
<b>Group work (40%)</b>	
5. Case discussion leadership	5
6. Sustainability marketing plan for a sustainable solution (Written report: 30% & presentation 5%)	35
Total	100

## **EVALUATION CRITERIA**

### **1. Class Contribution**

The evaluation of your class contribution will base on the **quality** of your in-class contribution over the course of the term. Your contribution may include sharing examples from your experience, asking insightful questions, presenting a point of view, or drawing conclusions, etc. Questions and comments during guest speaker presentations and final project presentations will be particularly valued.

The quality of your course experience will be directly related to the quality of the in-class contributions – please make every effort to share your thoughts, ideas, experiences, and questions with your colleagues. Coming to class alone will earn no class contribution marks as it is not an attendance mark. For additional notes on attendance, please see below.

### **2. Case Snapshots**

We will discuss seven cases in class throughout the term. To help you prepare for the in-class case discussion, you will write a snapshot for each case prior to the discussion. The guideline is available at Brightspace.

### **3. Reflective Blog Entries**

The reflective blog assignment is distributed across three sessions. In each session, you will reflect on things you have learned from the session's class material and discussion. You are required to submit your initial entry and also comment on one of your classmates' initial posts for each of the three sessions. The detailed guideline is available at Brightspace.

### **4. Topic Presentation**

Working with a student partner, you will give a presentation on a pre-assigned topic. The detailed guideline is available at Brightspace.

### **5. Case Discussion Leadership**

Each group will lead the class discussion on a pre-assigned case.

### **6. Sustainability Marketing Plan**

Each student will work in a group to develop a marketing plan for a sustainable product. The detailed guideline is available at Brightspace.

### **LATE PENALTY**

Any late entry for the case snapshot assignment will NOT be accepted. For all other assignments, the penalty is **50%** of the value of the assignment per day.

### **ATTENDANCE**

Arriving at class late or leaving during a class (except in extenuating circumstances and after informing the professor) is rude to the instructor and your fellow students and disruptive of the learning environment. Such behaviour is not appreciated in any situation or organization, including this classroom.

Attendance for the guest speaker sessions and the session when the group project presentations are delivered is mandatory. Failure to attend these sessions or leaving early without prior permission will result in a **2%** penalty per missed session. This will be applied to the class contribution portion of your course grade.

If you are not able to attend due to illness, please ensure that you submit the appropriate medical certificate at the next class/within a week. Since the presentation represents part of the group's grade, your group should decide how to deal with members who cannot contribute during the presentation. If you are a member of a team representing Carleton or Sprott, and are not able to

attend the presentations due to a team commitment, your non-student coach can provide documentation via email to the professor's e-mail address indicated above.

## **INFORMATION ON GROUP ASSIGNMENTS**

The intent of group assignments is to provide an opportunity for students to practice managerial skills as well as learn from each other in a setting that more closely approximates the workplace. Group work does NOT consist of dividing the assignment up into parts to be completed by individuals and then be thrown together into one document the night before the assignment is due. Especially in a course that emphasizes professional practice standards this is not recommended. The report should flow as one piece of writing, not a collection of individual styles.

Further, since you are preparing for careers as managers, I expect you to be able to manage your group process in a professional manner. You are responsible for the hiring (and possible firing) decisions that you and your group make. When you make your group contract you should take these matters into account. Sprout has a number of resources available to help you manage your group process.

***Group Peer Evaluation.*** A group grade will be assigned, but not all members in the group will necessarily receive the same grade. Each group member needs to submit a peer evaluation for each group report by the specified deadline. Students who fail to submit the peer evaluation on time will be penalized with **50%** of the value of the assignment per day. The evaluation form with detailed instruction is available at the course website.

***Inability to Complete a Group Assignment Due to Illness or Other Emergencies.*** The situation of students who cannot contribute to the group marketing plan assignments due to illness or family emergency will be dealt with according to the provisions of your Group Contract. Please be sure that you contribute to and are aware of the provisions outlined in your group's contract.

***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 considered to be working on the entire assignment together, **you are all jointly and individually responsible for any infractions of academic integrity.** This means that if one of you plagiarizes or fails to cite sources, all of you will receive the same penalty. You do not have recourse to the excuse that you personally did not complete that portion of the assignment.

**CLASS OUTLINE/SCHEDULE (Tentative and subject to change)**

Session	Date	Topic	Read before class	Due @ 11:35am, Monday	Due @11:35am, Thursday after class
1	Sept. 12	Discussion of Course Requirements An Overview of Sustainable Marketing			
2	Sept. 19	Overconsumption and Waste		Group Contract	Reflection 1
3	Sept. 26	Balance Purpose and Profits Student topic presentations	Case Study 1	Case Snapshot 1	
4	Oct. 3	Sustainability - Challenges and Opportunities Student topic presentations	Case Study 2	Case Snapshot 2	
	Oct. 10	Thanksgiving (no class)			
5	Oct. 17	Guest speaker series 1			Reflection 2
	Oct. 24-28	Winter break			
6	Oct. 31	Sustainable Products and Growth Student topic presentations	Case Study 3	Case Snapshot 3	
7	Nov. 7	Sustainable Retailing Student topic presentations	Case Study 4	Case Snapshot 4	
8	Nov. 14	Sustainable Packaging Strategies Student topic presentations	Case Study 5	Case Snapshot 5	
9	Nov. 21	Sustainable Supply Chain Management Student topic presentations	Case Study 6	Case Snapshot 6	
10	Nov. 28	Sustainable Pricing and Communication Student topic presentations	Case Study 7	Case Snapshot 7	
11	Dec. 5	Guest speaker series 2			Reflection 3
12	Dec. 9 (Friday)	Presentations - Sustainability Marketing Plan Project		Sustainability marketing plan report, Declaration of Academic Integrity Survey, & Research Ethics Compliance Survey (11:35am, Dec. 9).	Peer Evaluation Survey (11:35am, Dec. 10)

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

<b>Program Learning Goal</b>	<b>Competencies Not Covered</b>	<b>Competencies Introduced (only)</b>	<b>Competencies Taught But Not Assessed</b>	<b>Competencies Taught and Assessed</b>
<b>BC1 Knowledge</b> <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>				<b>X</b>
<b>BC2 Collaboration</b> <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>				<b>X</b>
<b>BC3 Critical Thinking</b> <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>				<b>X</b>
<b>BC4 Communication</b> <i>Graduates will be effective and persuasive in their communications.</i>				<b>X</b>

## 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, follower-ship 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

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](https://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](https://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](mailto: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](https://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](https://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](https://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](mailto:bcom@sprott.carleton.ca) or at [bib@sprott.carleton.ca](mailto: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](http://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/>
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### **COVID-19**

It is important to remember that COVID is still present in Ottawa. The situation can change at any time and the risks of new variants and outbreaks are very real. There are [a number of actions you can take](#) to lower your risk and the risk you pose to those around you including being vaccinated, wearing a mask, staying home when you're sick, washing your hands and maintaining proper respiratory and cough etiquette.

**Feeling sick?** Remaining vigilant and not attending work or school when sick or with symptoms is critically important. If you feel ill or exhibit COVID-19 symptoms do not come to class or campus. If you feel ill or exhibit symptoms while on campus or in class, please leave campus immediately. In all situations, you must follow Carleton's [symptom reporting protocols](#).

**Masks:** Carleton has paused the [COVID-19 Mask Policy](#), but continues to strongly recommend masking when indoors, particularly if physical distancing cannot be maintained. It may become necessary to quickly reinstate the mask requirement if pandemic circumstances were to change.

**Vaccines:** Further, while proof of vaccination is no longer required as of May 1 to attend campus or in-person activity, it may become necessary for the University to bring back proof of vaccination requirements on short notice if the situation and public health advice changes. Students are strongly encouraged to get a full course of vaccination, including booster doses as soon as they are eligible, and submit their booster dose information in [cuScreen](#) as soon as possible. Please note that Carleton cannot guarantee that it will be able to offer virtual or hybrid learning options for those who are unable to attend the campus.

All members of the Carleton community are required to follow requirements and guidelines regarding health and safety which may change from time to time. For the most recent information about Carleton's COVID-19 response and health and safety requirements please see the [University's COVID-19 website](#) and review the [Frequently Asked Questions \(FAQs\)](#). Should you have additional questions after reviewing, please contact [covidinfo@carleton.ca](mailto:covidinfo@carleton.ca).