

## Work programme of the course:

<b>Course title</b>	<b>SUSTAINABLE MARKETING</b>
<b>Level of higher education (degree)</b>	FIRST (BACHELOR)
<b>Field of study</b>	07 MANAGEMENT AND ADMINISTRATION
<b>Major</b>	073 MANAGEMENT
<b>Program subject area</b>	MANAGEMENT (ENGLISH)
<b>Status of the discipline</b>	ELECTIVE
<b>Mode of studies</b>	FULL-TIME, PART-TIME, E-LEARNING
<b>Total number of hours/ ECTS credits</b>	150 HOURS /5 ECTS CREDITS
<b>Language of instruction</b>	ENGLISH
<b>Lecturer</b>	NAUMOVA OLENA OLEKSANDRIVNA ASSOC. PROF., PH.D.
<b>Lecturer's profile</b>	<a href="https://www.krok.edu.ua/ua/pro-krok/spivrobitniki/naumova-olena-oleksandrivna">https://www.krok.edu.ua/ua/pro-krok/spivrobitniki/naumova-olena-oleksandrivna</a>
<b>Tel. number</b>	+380676571835
<b>E-mail</b>	Olenan@krok.edu.ua
<b>Consultations</b>	CONSULTATIONS IN MS TEAMS: FRIDAY, 11:00 A.M.-11.30 A.M. <a href="http://surl.li/mqkxjm%22%7d">http://surl.li/mqkxjm %22%7d</a>

### 1. Brief summary of the course

Sustainable marketing is the process of creating, communicating, and delivering value to customers in such a way that both the environment and human capital are preserved or enhanced throughout. The COVID-19 pandemic and the related social and economic repercussions that the world has experienced undoubtedly made people more aware of the salience of sustainability and social well-being. This course will provide students with effective tools that companies can use to develop and achieve their sustainability goals, to create sustainable practices that will respond to consumer's demand for sustainable products and services.

The aim of sustainable marketing is the triple bottom line—how environmental, economic, and social practices can be integrated into businesses for the benefit of current and future generations.

Learning objectives for this course are to understand the role of sustainability in the marketplace, recognize current consumption trends, and identify barriers to and benefits of sustainable behavior. Students will learn about effective marketing strategies to influence sustainable behavior, identify consumer segments and values relevant to sustainability issues, and understand consumer response to sustainable products and practices.

Upon successful completion of this course, students will be able to: explain sustainable marketing's role in a global framework; evaluate sustainable marketing opportunities in uncontrollable environments; understand buyers and markets; identify sustainable marketing opportunities through the marketing research process; explain the demographic and behavioral dimensions of consumer and industrial markets as they relate to sustainable marketing; identify and explain the elements of the "Marketing Mix", as they relate to sustainable marketing; develop and implement sustainable marketing strategies within an organization.

## 2. Learning outcomes

### General Competencies (GS):

GS 2. Ability to abstract thinking, analysis, synthesis.

GS 8. Skills in the use of information and communication technologies.

### Professional Competencies (PC):

PC 6. Ability to act socially responsible and consciously.

PC 9. 9. Ability to work in a team and establish interpersonal interaction in solving professional problems.

### Program learning outcomes (PLO):

PLO 9. 9. Demonstrate skills of interaction, leadership, teamwork.

## 3. Course scope

Type of class	Total number of hours/ ECTS credits - 150 HOURS /5 ECTS CREDITS		
	full-time	part-time	e-learning
Total number of hours / mode of studies			
lectures	28	14	14
seminars / practical / laboratory classes	22	7	7
Individual work	100	129	129

## 4. Prerequisites

Marketing and Sales

## 5. Hardware and software

PC / laptop, Internet access, camera, microphone

## 6. Course policies – students must adhere to a code of academic integrity:

<https://int.krok.edu.ua/images/download/code-of-academic-integrity-2025.pdf>

Academic integrity is the presentation of one's own work and the proper recognition of the contribution of others.

Any violation of this principle constitutes academic dishonesty and may result in poor evaluation and disciplinary action.

### Forms of academic dishonesty include:

- Plagiarism - presenting all or part of someone else's work as one's own in an academic exercise, such as an exam, a computer program, or a written assignment.
- Fraud - Using or attempting to use unauthorized materials during an exam or assignment, such as using unauthorized texts or notes or improperly obtaining (or attempting to obtain) a copy of an examination or exam answers.
- Promoting academic dishonesty - helping others commit an act of dishonesty, such as replacing an exam or completing a task for someone else.
- Fabrication - modification or transfer, without permission, academic information, or records.

## 7. PROGRAMME OF THE COURSE

### Module # 1

#### Topic 1. An introduction to sustainable marketing

The meaning of sustainability. The root of the current crisis of unsustainable growth. The problem of declining supply and increasing demand. The history of unsustainable marketing and environmental awakening.

#### Topic 2. Consumer behavior and sustainable marketing

The nature of sustainable consumption. Consumer engagement in marketing processes. Consumer motivation and sustainable consumption. Consumer decision processes and sustainable consumption. Sustainability and consumer involvement. The role of culture in sustainable consumption.

### **Topic 3. Global problems, global opportunities**

Global environmental challenges. Global economic challenges. Global government and regulatory challenges. Global consumers and sustainable marketing. Sustainability in global business-to-business markets.

### **Topic 4. Ethical dimensions of sustainable marketing**

The relationship between business and society. Underlying principles of responsible business: value, balance, and accountability. Sustainability as a science-based framework for ethics. The relationship between individual consumption and ethics.

### **Topic 5. The marketing environment and processes**

The social-cultural environment. The economic environment. The competitor environment. The technology environment. The political-legal environment. The natural environment.

### **Topic 6. Measurement and research for sustainable marketing**

Principles for measurement in sustainable marketing. Uses and types of sustainability metrics

### **Topic 7. Market segmentation, targeting, and positioning for sustainability**

The emerging green market. Segmenting the green market. Positioning for sustainability. Taking the green position in the business-to-business sector.

## **Module #2**

### **Topic 8. Sustainable products and services**

Product sustainability. Developing sustainable new products. Sustainable services

### **Topic 9. Sustainable branding and packaging**

Sustainable branding. Sustainable packaging. Sustainable labeling

### **Topic 10. Sustainable pricing**

Sustainable pricing: real product cost. Barriers to sustainable pricing. Sustainable pricing strategies

### **Topic 11. Marketing channels: sustainability in the value chain**

Converting value chains to sustainable value circles. Building sustainable channel relationships: communication and collaboration

### **Topic 12. Sustainable marketing communication**

The nature of sustainable marketing communication. The keys to sustainable marketing

communication. Barriers to sustainable marketing communication. Cardinal sins of sustainable marketing communication: greenwashing, astroturfing, and other green lies

**Topic 13. Sustainable marketing strategy**

How to make the business case for sustainability. Useful frameworks for understanding sustainable marketing. How to create and implement a sustainable marketing strategy using. The Natural Step Framework. The sustainable strategy process.

**8. Course scheme**

Topic	Number of hours									Control form
	Full-time			Part-time			E-learning			
	Lectures	Seminars /practical	Individual work	Lectures	Seminars /practical	Individual work	Lectures	Seminars /practical	Individual work	
<b>Module # 1</b>										
Topic 1. An introduction to sustainable marketing	2	2	10	2	1	10	2	1	10	IA, S, T, CS, P, C
Topic 2. Consumer behavior and sustainable marketing	2	2	10	2	-	10	2	-	10	IA, S, T, CS, P, C
Topic 3. Global problems, global opportunities	2	2	10	2	1	10	2	1	10	IA, S, T, CS, P, C
Topic 4. Ethical dimensions of sustainable marketing	2	2	10	-	-	10	-	-	10	IA, S, T, CS, P, C
Topic 5. The marketing environment and processes	2	2	10	-	1	10	-	1	10	IA, S, T, CS, P, C
Topic 6. Measurement and research for sustainable marketing	2	2	10	-	-	10	-	-	10	IA, S, T, CS, P, C
Topic 7. Market segmentation, targeting, and positioning for sustainability	2	2	10	-	1	10	-	1	10	IA, S, T, CS, P, C
<b>Module #2</b>										
Topic 8. Sustainable products and services	2	2	5	2	1	10	2	1	10	IA, S, T, CS, P, C
Topic 9. Sustainable branding and packaging	4	2	5	2	-	10	2	-	10	IA, S, T, CS, P, C
Topic 10. Sustainable pricing	2	1	5	2	1	10	2	1	10	IA, S, T, CS, P, C
Topic 11. Marketing channels: sustainability in the value chain	2	1	5	2	-	10	2	-	10	IA, S, T, CS, P, C

Topic 12. Sustainable marketing communication	2	1	5	-	-	10	-	-	10	IA, S, T, CS, P, C
Topic 13. Sustainable marketing strategy	2	1	5	-	1	9	-	1	9	IA, S, T, CS, P, C
<b>Total hours</b>	<b>28</b>	<b>22</b>	<b>100</b>	<b>14</b>	<b>7</b>	<b>129</b>	<b>14</b>	<b>7</b>	<b>129</b>	-
<b>TOTAL</b>	<b>150</b>		<b>150</b>			<b>150</b>			-	

**Control form**

- IA – individual assignments
- S – survey
- T – test, mid-term tests
- CS – solving case-studies
- P – oral presentation
- C – credit

**9. Individual tasks**

Individual tasks are an integral part of the educational process, as they contribute to the development of analytical skills, creative thinking and independence of students.

<b>Content of an individual educational and research task (educational project)</b>
<p>The individual task consists of three types of questions, task options posted on the moodle platform:</p> <ol style="list-style-type: none"> <li>1. Open question: <ul style="list-style-type: none"> <li>o Requires a detailed, detailed answer based on theoretical knowledge and analysis of additional information.</li> <li>o Tests your understanding of the topic, ability to formulate your own opinions and argue your position.</li> </ul> </li> <li>2. Calculation task: <ul style="list-style-type: none"> <li>o Involves performing certain calculations using formulas or economic models.</li> <li>o Tests knowledge of economic methods and the ability to apply them in practice.</li> </ul> </li> <li>3. Situational task: <ul style="list-style-type: none"> <li>o Presents a real economic problem or case that needs to be analyzed and a solution proposed.</li> <li>o Tests your ability to apply theoretical knowledge to solve practical problems and make informed decisions.</li> </ul> </li> </ol> <p>Requirements for completing the task:</p> <ul style="list-style-type: none"> <li>• Clear structure: Answers should be logically structured, contain an introduction, main body and conclusions.</li> <li>• Argumentation: Each statement must be supported by arguments and references to sources.</li> <li>• Accuracy of calculations: When performing calculations, it is necessary to observe accuracy and use appropriate units of measurement.</li> <li>• Originality: Answers must be your own and contain no plagiarism.</li> <li>• Design: The work must be designed in accordance with the requirements specified on the moodle platform.</li> </ul>

**10. Teaching methods**

In the process of studying the discipline " Sustainable Marketing", various types of educational activities, teaching methods and technologies are used.

Types of educational activities:

1. Lectures: classes where the teacher presents theoretical and practical guidance material, analyzing the main concepts of Sustainable Marketing.
2. Seminars: interactive sessions in which students discuss topics, analyze case studies, and participate in group discussions that contribute to a deeper understanding of the material.
3. Practical classes: focus on the application of Sustainable Marketing concepts.

Teaching methods and technologies:

1. Presentations and multimedia materials: the use of slides, videos and graphs, which facilitate the perception of information and make the educational process more visual.
  2. Active learning methods: include group projects, discussions, role-playing games, and brainstorming sessions that promote active student involvement in the process.
  3. Case method: analysis of real business situations, which allows students to practically apply theoretical knowledge, develop critical thinking and decision-making skills.
- Use of information technologies: interactive platforms for learning

### 11. Control methods

Control measures are used to determine the success of training. Control measures include current and final control.

Current control is carried out during practical (seminar) classes and is aimed at checking the level of preparedness of the student to perform a specific task.

The final control is carried out to evaluate the learning results after the end of the study of the discipline (semester control) or modules separated according to the working curriculum.

During the study of this course, the following forms of current control are used: a mid-term tests.

When studying this course, the following form of semester control is used: a credit.

### 12. Distribution of points received by students

Evaluation of student learning results is carried out according to the University scale (0-100, taking into account optional tasks - 120 points) and the national scale.

General course evaluation system: Participation in the work during the semester / credit – 70%/30%

All tasks must be written independently, plagiarism is prohibited, no references or citations are required. The quality and originality of your arguments are evaluated. The task should be presented in Moodle

#### 13.1. Scoring scheme for the course

Type of educational activity	Max score	Max total score
Modules #1 & #2		
Solving case-studies (3 x 5 points)	15	
Surveys / Test (2 x 5 points)	10	
Oral presentation (2 x 5 points)	10	
Individual work (1 x 20 points)	20	
Mid-term test (2 x 7,5 points)	15	
<b>Total for modules #1 &amp; #2</b>	<b>70</b>	
<b>Semester-module control work</b>	<b>30</b>	
<b>Total for the course</b>		<b>100</b>

#### 13.2. Conditions for awarding points

##### 1. Solving case-studies (Maximum Score – 5 Points)

- Completeness of the Solution (2 Points): All stages of the problem-solving process are correctly presented, and all formulas and methods are justified.

- Accuracy of Answers (2 Points): All numerical data and calculation results must be accurate.

- Clarity of Presentation (1 Point): Logical structure of the work, clear presentation of solutions, and correct terminology.

##### 2. Tests (Maximum Score – 5 Points)

- Number of Correct Answers (5 Points): Students receive 0,25 points for each correct answer (total number of tests per session is 20).

##### 3. Survey (Maximum Score – 5 Points)

- Correctness of Answers (3 Points): Answers to questions must be accurate and correct.

- Coverage of the Topic (2 Points): Answers should demonstrate knowledge of all key aspects of the topic.

##### 4. Oral presentation (Maximum Score – 5 Points)

- Substance (2 Points): Completeness and depth of topic coverage, inclusion of relevant data and examples.

- Visual Presentation (2 Points): Quality of slides, use of graphics, clarity, and aesthetics.

- Communication Skills (1 Point): Ability to convey information to the audience, respond to questions, and engage listeners.

5. Individual Work (Maximum Score – 20 Points)

- Depth of Research (6 Points): Quality of topic analysis, use of various sources of information and literature.  
 - Structure and Formatting (4 Points): Adherence to formatting requirements, logical structure of the work, correctness of citations.

- Originality and Creativity (4 Points): Presence of personal conclusions, recommendations, and interesting ideas.

- Responses to Questions (6 Points): Engagement in presenting work results, participation in discussions, and feedback.

6. Mid-term tests (Maximum Score – 7,5 Points)

- Number of Correct Answers (5 Points): Students receive 0,25 points for each correct answer (total number of tests per session is 30).

### 13.3. Final assessment criteria

University scale	Ukrainian Grade
90 and higher	excellent
70–89	good
50–69	satisfactory
1–49	unsatisfactory

### 14. Methodological provision

Attention students: all educational and methodological materials (lecture plans and videos, presentations/seminar assignments/case-studies, etc.) are submitted in Moodle Course: Sustainable Marketing (Olena Oleksandrivna Naumova) <https://dist.krok.edu.ua/course/view.php?id=776>.

### 15. Recommended literature

#### Basic

1. Peterson, M., Minton, E. A., Liu, R. L., & Bartholomew, D. E. (2021). Sustainable Marketing and Consumer Support for Sustainable Businesses. *Sustainable Production and Consumption*, 27, 157-168.

#### Additional

2. Martin, D. M., & Schouten, J. (2011). *Sustainable marketing* (p. 264). Pearson Prentice Hall.

3. Meffert, H., Kenning, P., & Kirchgeorg, M. (2014). *Sustainable marketing management*. Springer Fachmedien Wiesbaden.

### 16. Additional information on the discipline (educational component)

Certificates of completion for distance or online courses on the relevant topics may be credited provided that the requirements outlined in the corresponding regulation are met.

#### Work programme of the discipline:

Compiled by: Associate Professor of the Department of International Business, PhD in Economics, Olena Oleksandrivna Naumova.

Approved: at the meeting of the Department of International Business (Protocol No. 2 dated September 17, 2024).