

H9SMS: Sustainability, Marketing & Society

Module Code:	H9SMS
Long Title	Sustainability, Marketing & Society APPROVED
Title	Sustainability, Marketing & Society
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	10
Module Coordinator:	Louise (F) Maguire
Module Author:	Andrea Del Campo Dugova
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Demonstrate critical knowledge and understanding of concepts, theories and principles of sustainability in marketing, business and the wider context.
LO2	Develop an appreciation for the complex interrelationship between sustainability, society and the consumer, and their relevance to the Sustainable Development Goals (SDG's) agenda.
LO3	Identify, discuss, and reflect on ethical, social and sustainability issues, including ambiguities and challenges faced by organisations, when marketing sustainability and associated goods, services, and ideas.
LO4	Apply relevant theoretical concepts and frameworks to generate creative solutions through the design of marketing strategies that help solve ethical, social, and sustainable consumption problems.
LO5	Evaluate quantitative & qualitative measures used to measure sustainability.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
Sustainability - Evolution, Theory & Principles Introduction; evolution of sustainability in marketing, business, and wider context; market-orientation and growth of consumerism; tragedy of the commons, evolutionary consumption; evolving theories of sustainability; corporate social responsibility (CSR); environmental, social & corporate governance (ESG); greenhouse effect, carbon footprint; recycling, climate change, triple bottom line (TBL); circular economy; systems thinking.			
Sustainability – Stakeholders, Drivers & Trends. Economic, environmental and social; global, national & local; population & health; energy; environmental impact; organic; Fairtrade; sustainable consumer; consumer activism; environmental movement; world earth day; sharing economy, agenda 2030; sustainable development goals (SDG's); net zero 2050; sustainability reporting; building sustainable societies.			
Sustainability Issues – Opportunities, Obstacles & Challenges. Consumer education; sustainability as a competitive advantage; public private partnership; corporate philanthropy; the 'green gap'; theory of planned behaviour; PR challenges, pricing, greenwashing, sustainability measurement challenges.			
Sustainability Solutions – Marketing Sustainability & Developing Sustainable Brands. stakeholder engagement, understanding the sustainable consumer; managing consumer expectations; social media & marketing sustainability; virtue signalling; creativity & innovation; adding value through sustainability; sustainable product design; social marketing; setting sustainability goals & measuring progress.			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Ass1	% of total:	60
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5
Non-Marked:	No		
Assessment Description: Individual Assessment Description: An individual assignment based on focused course work, group discussion, case study analysis, individual/ group presentation, flipped classroom and/or lecture material taught during the module. The assessment will entail an extensive review of relevant academic literature, conducting appropriate research at both desk and primary level, demonstrating an ability to synthesize and critique sustainability theory and practice pertaining to same. The learning objectives are addressed by focusing on the fact that theories can only partially explain real contextual phenomena and thus a synthesis is sought by students to provide comprehensive analytical coverage.			
Assessment Type:	Ass2	% of total:	40
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5
Non-Marked:	No		
Assessment Description: Group Assessment Description: A group assignment based on a case study where students are required to conduct a sustainability audit of a chosen organization, demonstrating a critical understanding of sustainability issues, including recommendations for further development (30/40). Group work will be accompanied by an individual reflective piece based on the material covered in the module with the insights that it has generated for the independent learner. Specifically, this should reflect the learner's appreciation of the challenges associated with marketing sustainability and developing a sustainability strategy, as well as any thoughts that they may have about their own behaviour regarding sustainability, including an action plan that the learner intends to implement based on the insights gleaned from the reflection (10/40). Presentation of the group work and/or individual reflection may be requested in the form of a written report, presentation, video diary or podcast.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Repeat failed items <i>The student must repeat any item failed</i>			
Reassessment Description Learners are required to achieve an overall grade of 40% in the module. If a student fails to meet a particular discrete learning outcome, they will be required to repeat the assessment component which contains that particular learning outcome. This module is reassessed solely based on re-submitted coursework. There is no repeat written examination.			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom and demonstrations	30	Per Semester	2.50
Independent Learning	Independent learning	220	Per Semester	18.33
Total Weekly Contact Hours				2.50

Module Resources	
<i>Recommended Book Resources</i>	
<p>Michelle Carvill, Gemma Butler, Geraint Evans. (2021), Sustainable Marketing: How to Drive Profits with Purpose, Bloomsbury Business, p.321, [ISBN: 1472979133].</p> <p>Frank-Martin Belz, Ken Peattie. (2012), Sustainability Marketing, 2nd Ed. John Wiley & Sons, p.0, [ISBN: 978-1-119-96619-7].</p> <p>Rüdiger Hahn. Sustainability Management: Global Perspectives on Concepts, Instruments, and Stakeholders, Hahn Publishing, [ISBN: 978-3982321103].</p>	
<i>Supplementary Book Resources</i>	
<p>Jeremy L. Caradonna. (2016), Sustainability: A History. Oxford University Press, Oxford University Press, USA, p.0, [ISBN: 978-0190614478].</p> <p>Bill Gates. (2022), How to Avoid a Climate Disaster: The Solutions We Have and the Breakthroughs We Need., Vintage, p.0, [ISBN: 978-0593081853].</p> <p>Margaret Robertson. (2021), Sustainability Principles and Practice, 3rd Ed. [ISBN: 978-0367365219].</p> <p>Koonin, S.E.. (2022), Unsettled: What Climate Science Tells Us and What it Doesn't, and Why it Matters, BenBella Books.</p> <p>George Serafeim. (2022), Purpose and Profit, Harper Collins Leadership., [ISBN: 978-1400230358].</p> <p>Klaus Schwab. (2021), Stakeholder Capitalism: A Global Economy that Works for Progress, People & Planet., John Wiley & Sons, p.304, [ISBN: 978-1119756132].</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	