Instructor: Ergem Senyuva Tohumcu
Email: esenyuvatohumcu@fordham.edu
Office Hours: Before class and by appointment

Course Description:
While economic growth puts a strain on global resources, consumers are becoming more and more aware about the importance of being ‘green’ and ‘sustainable’. As our consumption levels increase, the words like “recyclable”, “green”, “sustainable”, “fair trade” suggest a product’s environmentally friendly and socially responsible claims. Marketing plays a unique role in the process of creating, communicating and delivering value to customers in a way that will preserve both environment and human capital. Sustainability issues affect businesses in many ways. While they may provide a new market niche or a product category for some, they may destroy a firm’s brand value and reputation. Therefore, it is vital for companies to understand the paradigm shift, adopt and develop winning marketing strategies that will enable them to stay competitive in the marketplace.

Learning Objectives:
In this course, students will
- Develop a detailed understanding of the relationship between consumerism, marketing and sustainability.
- Examine sustainability from the perspective of consumer and marketing for the organization.
- Learn the evolving green consumer segments, and how marketers are adapting to their needs.
- Understand and analyze the marketing tools and frameworks used by sustainable companies and causes.
- Develop capacity to understand a range of sustainability issues and pressures as presenting a set of strategic opportunities across sectors.
- Recognize the impact of pressing sustainability issues on businesses and the need to employ strategies that are different than conventional marketing.

Learning Outcomes:
Students will gain an understanding of:
- Evolutionary perspective on consumption and world’s resources
- Segmenting different types of consumers, sustainable consumers and barriers to action
- Three pillars of sustainability: social, environmental and economic
- Cultural and economic paradigm shift that is happening globally
- Ethical, social and environmental issues linked to marketing activities
- Available strategic options used by organizations to market sustainability
- Launching new sustainable brands and repositioning marketing portfolios

At the end of the course, students will be able to:
• Understand and explain sustainability’s role in marketing in today’s global framework;
• Identify the four basic elements of the "Marketing Mix", Product, Price, Place, and Promotion in relation to sustainable marketing.
• Identify sustainable marketing opportunities through marketing research process;
• Identify and evaluate sustainable marketing communications strategies within an organization.
• Influence organizational marketing efforts towards sustainability;
• Understand how to manage products and brands sustainably by analyzing companies’ internal and external marketing efforts and prioritize marketing objectives, strategies and mixes.

Communication:
All course materials will be uploaded on blackboard. Please make sure to check at least twice a week for important messages.
I am very responsive to emails and will get back to you promptly. Please do not hesitate to email me for any questions or comments you have.

Class readings:
This is a constantly evolving field, and fairly new to academia. The class materials will be significantly supplemented by instructor lectures and external materials. Each week I will put articles that we will discuss in the class.
Please read class materials prior to the class each week and actively participate in class discussions.
Assigned readings will be used for class discussions and exams.

RECOMMENDED TEXT BOOK: Sustainable Marketing by Diane Martin and John Schouten
https://www.amazon.co.uk/Sustainable-Marketing-Diane-Martin/dp/0136117074

PLEASE WATCH THESE TWO MOVIES BELOW AND BE READY FOR CLASS DISCUSSIONS:
Before the Flood by Leonardo DiCaprio https://www.beforetheflood.com/
True Cost Movie https://truecostmovie.com/

For Class Participation:
At the beginning of each class, you are required to be ready to share with the class a piece of news item pertaining to sustainability marketing. This is a recently developing field and you will find plenty of information online. I highly urge you to subscribe to at least one of the newsletters of the following websites. We will be focusing on some companies and projects mentioned in these websites. Please make sure to follow one or two of these websites:
https://www.theguardian.com/us/sustainable-business
http://www.sustainablebrands.com/
http://www.csrwire.com/
https://www.greenbiz.com/
**Grading**

EXAM-Midterm 25%  
EXAM-Final Exam 25%  
3 Assignments + Class Discussion 20%  
Class Project 30%  

**Exams:**  
There will be two exams, both of which will be closed book, cumulative and closed notes. Make-up exams will only be given due to a medical emergency, which needs to be documented. Exams will be based on class discussions and class materials.

**Group Marketing Project**  
This year, we will be piloting a very important project between Fordham University’s London Center and St. Louis University in Madrid. This unique project will involve marketing students from SLU Madrid and sustainability marketing students from Fordham. The details of the trip and project can be found on Blackboard. The project is intended to combine fun and learning (while travelling) between two cities (London & Madrid). You will get to visit Madrid, meet and do project with students from SLU in a creative and fun way. Fordham University will provide some funding for the project participants (details will be shared in class).

Participation in this project is optional. If you opt out, you can do an individual project. For those who will not participate, I will provide an individual assignment.

**Class Participation and Attendance**  
Attendance at all of the class sessions for the course is a requirement. Class participation is mandatory and your contributions in class will heavily weigh on your participation grade. I intend this class to be as interactive as possible and a fun learning journey for all of you.

All students are expected to take exams when scheduled and hand in assignments on the due date. As a matter of common courtesy, please turn off all cell phones and laptops in the classroom. Be sure to arrive on-time. It is your responsibility to check blackboard for all assignments, class notes and other materials.

**Guest Speakers and Outings**  
London is a great classroom for global sustainability marketing and I am planning to have two guest speakers during this semester. You can find them in the calendar below.

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<th>Week</th>
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<th>Topics</th>
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<tr>
<td>Week 1</td>
<td>9/6</td>
<td>INTRO &amp; Setting the framework for Global Marketing Sustainability</td>
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<td>Week 2</td>
<td>9/13</td>
<td>Researching and Understanding Sustainability Marketing</td>
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<td>Week 3</td>
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<td>Corporate Social Responsibility &amp; Shared Value Marketing through Sustainability</td>
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<td>Week 4</td>
<td>9/27</td>
<td>SLU Madrid Visit (Please plan to stay in London 9/27 through 9/30 for visit and project)</td>
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<td>GABELLI ROME TRIP</td>
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<td>Week 6</td>
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<td>Assignment 1 DUE Understanding the Value Chain of Global Brands Product Designs</td>
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<td>Developing Sustainable Products and Services</td>
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<td>Week 7</td>
<td>10/18</td>
<td>MIDTERM BREAK</td>
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<td>MIDTERM Pricing Sustainability</td>
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<td>Week 9</td>
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<td>B2B and B2C Marketing International Marketing Schemes and Sustainability</td>
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<td>Week 9</td>
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<td>Week 10</td>
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<td>VISIT MADRID for Project</td>
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<td>Week 11</td>
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<td>Changing Business Models and Corporate Communications</td>
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<td>Week 12</td>
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<td>Assignment 3 DUE</td>
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<td>Week 12</td>
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<td>Ethical Dimensions in Sustainability</td>
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<td>Mitigating Sustainability Risks through Marketing</td>
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<td>Week 13</td>
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<td>Role of Sustainability in the next decade</td>
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<td>Week 14</td>
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<td>FINAL EXAM</td>
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