Instructor: Ergem Senyuva Tohumcu
Email: esenyuvatohumcu@fordham.edu
Office Hours: After class and by appointment
Class Hours: Wednesday 9:00-12:00

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 ONE OF THE 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%
Individual Presentation 20%
Class Discussions 10%
Group Project & Presentation 25%

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.

Individual Project:
Identify a global company that you want to explore for their sustainable endeavors.
- Find out what triggered them to become sustainable.
- How are they more sustainable now compared to their old image?
- What is their sustainability strategy? Did they create new products or services?
- What have they done to promote their sustainable initiatives?
- Who is the new target audience?
- How did they use this in their marketing mix?
- What do you think are the strengths and weaknesses in their marketing strategy?

These are some of the questions you need to answer for your individual project. Pick a Fortune 1000 company, research their sustainability initiatives and their marketing strategy. This will be an in-class presentation using Power Point.

Group Marketing Project
At the beginning of the semester, you will be assigned to project teams. Each team will be assigned a business challenge that a firm is facing. You will be asked to identify and propose solutions to this marketing challenge. As a team, you will be asked to write a report and make a presentation at the end of the semester.

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.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>1/17</td>
<td>INTRO &amp; Setting the framework for Global Marketing Sustainability</td>
</tr>
<tr>
<td>Week 2</td>
<td>1/24</td>
<td>Sustainable Consumer &amp; Defining and Segmenting Sustainability Markets</td>
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<tr>
<td>Week 3</td>
<td>1/31</td>
<td>Individual Presentation Co. Selection Submission Corporate Social Responsibility &amp; Shared Value</td>
</tr>
<tr>
<td>Week 4</td>
<td>2/7</td>
<td>SPECIAL ASSIGNMENT RE: ROME TRIP CLASS CANCELLED ROME TRIP</td>
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<tr>
<td>Week 5</td>
<td>2/14</td>
<td>Understanding the Value Chain of Global Brands</td>
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<tr>
<td>Week 6</td>
<td>2/21</td>
<td>Book Review Due &amp; Class Discussion on the Book Product Re-design, Life Cycle Analysis</td>
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<tr>
<td>Week 7</td>
<td>2/28</td>
<td>Individual Presentations Defining Value and Price Developing Sustainable Products and Services</td>
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<tr>
<td>Week 8</td>
<td>3/7</td>
<td>HOLIDAY</td>
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<tr>
<td>Week 9</td>
<td>3/21</td>
<td>MIDTERM &amp; GLOBAL BRANDS</td>
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<td>Week 10</td>
<td>3/28</td>
<td>Communicating Sustainability GUEST SPEAKER: McDonalds’ Sustainability, Chantal Beaudoin</td>
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<td>Week 11</td>
<td>4/4</td>
<td>Ethical Dimensions in Sustainability</td>
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<td>Week 12</td>
<td>4/11</td>
<td>Group Projects Due Changing Business Models and Corporate Communications GUEST SPEAKER: Global Action Plan, Chris Large</td>
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<tr>
<td>Week 13</td>
<td>4/18</td>
<td>Group Project Presentations Due</td>
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<tr>
<td>Week 14</td>
<td>4/25</td>
<td>Mitigating Sustainability Risks through Marketing Role of Sustainability in the next decade</td>
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<tr>
<td>Week 15</td>
<td>5/2</td>
<td>FINAL EXAM</td>
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