



Sub Committee for Curriculum Development

Marketing Specialization

Course Name: Sustainable Marketing

Course Code: T2145

Number of Credits: 2

Course Code : MM P 033

Course Range: 600-899

Level : 4/5

Learning Objective(s): After the completion of this course a student shall be able to
Understanding concept theories and framework of environmental sustainability through sustainable marketing values
Understanding the role of ethics and morality in marketing
Developing insight into the corporate responsibility towards the society.

Pedagogy:

Case Studies.
Industry / Field Visits.
Assignments.
Projects.
Workshops.

Pre-learning: Basic Marketing Concepts

Course Outline:

Sr.No	Topic	Hours
1	Introduction and historical overview of Sustainability	2
2	Global Responses and Accords	2
3	Business logic for sustainability: renewable & non renewable resources, manufacturing and services	2
4	Establishing link between consumerism, marketing and environment	2
5	Green Marketing : Definition, Role & Significance	3
6	Green Marketing Mix: 5 Ps (Product, Price, Place, Promotion & Planet)	4
7	Green Consumer Behaviour: Green Consumer, Models, Impact of Gender, Age and Income over Green Consumer Behaviour	4

8	Challenges before Green Marketing: Green Wash, Eco Certification, Eco-Labeling, Lack of Awareness & Cost	2
9	Corporate Social Responsibility: Definition , need and implications Social and environmental management tools :ISO 14001 and ISO 26000	5
10	Consumerism, consumption and ethical marketing	2
11	Discussion on Green marketing, CSR, Ethics in marketing	2
	Total	30

Books Recommended:

1. The New rules of green marketing: strategies, Tools, and Inspiration for Sustainable Branding **by** Jacquelyn A. Ottman, Publisher Berrett-Koehler Publishers, Year 2010
2. Green Consumerism An A-toZ Guide –ISBN: 9781412973809 by Juliana Mansyelt , Year 2010.
3. Green Culture: An A-to-Z Guide- Kevin Wehr, ISBN: 1412996937 Year 2011
4. Corporate Social Responsibility: Concepts and Cases: The Indian Experience by C.C. Baxi, Ajit Prasad , Publisher Pearson Year 2010
- 5. Corporate Social Responsibility in India by Sanjya Agarawal Publisher Sage Publications Year 2008**
- 6. Corporate Social Responsibility in India by Bidyut Chakraborty, Publisher: MCGraw Hill Year 2010**
7. Consumer Behavior: A Strategic Approach by Henry Assael Publisher: Biztantra Publication, Year 2005
8. Consumer Behavior by Hawkins / Best / Coney, Publisher : 9thed Tata Mcgraw Hill Publisher Year 2004 (refer latest edition)

No specific text books are recommended as it is an emerging field hence we will have to rely mostly on research papers and guidelines provided by above books mentioned

Suggested Evaluation Methods:

Group Project

Parallel/Similar courses the existing curriculum:

S.No	Name of the course	Institute where it was offered.
1	CSR	-----
2		
3		
4		

Name of members	Surya Rashmi Rawat	Gauri Joshi
Designation	Assistant professor	Teaching associate
Org/Inst.	SLS, Pune	SCMHRD
Signature		

Name of the Expert:

Signature:

Date:

Benchmarking:

Australian national university

<https://studyat.anu.edu.au/courses/MKTG2002;details.html>

Nanyang Business School

http://nanyangbusinessschool.ntu.edu.sg/undergrad/common/contents/courseoutline/co_AB0501.pdf

Ontario Business School

<http://www.conestogac.on.ca/fulltime/1301.jsp>

XLRI

<http://www.xlri.ac.in/academic-prog/pdf/BM.pdf>

1 What is corporate social and environmental responsibility and why should strategists care?

- Triple bottom line approach
- Bottom of the pyramid opportunities

2 Issues and opportunities for business in socially and environmentally sensitive world

3 Social and environmental problems and how they shape markets / Equator principles, Socially Responsible Investing, etc.

4 Stakeholders and the power they wield

5. Reducing socio-environmental costs and risks: managing the downside

6. Driving revenues and creating intangible value: managing the upside

7. Socio-ecological advantage - What Wave Riders do? Looking through a socio-ecological lens

8. Understanding ecological "footprint": Eco-tracking

9. Designing for the environment and "greening" the supply chain

10. Creating organizational focus on corporate citizenship

11. Green marketing

12. Social and environmental risk/liability management

13. Creating firm capabilities: Social and environmental management tools, technologies and system concepts

- Environmental Managements Systems, ISO 14001 and the Natural Step
- ISO 26000: Social responsibility guidance standard, Global Compact Principles
- Environmental Impact Assessement, Life Cycle Analysis, Social Impact Assessment
- Trends and opportunities in green energy technologies

14. Taking it to the next level: Corporate sustainable development strategies IX