



GRADUATE SCHOOL

GM0807 Sustainable Marketing Management, 7.5 credits

Sustainable Marketing Management, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by School of Business, Economics and Law on 2008-12-17 and was last revised on 2018-05-29 by Graduate School to be valid from 2018-09-03, autumn semester of 2018.

Field of education: Social Sciences 100%

Department: Graduate School

Position in the educational system

The course Sustainable Marketing Management, is a course within the Master of Science programmes at the Graduate School, School of Business, Economics and Law, University of Gothenburg.

Main field of studies

Management

Specialization

A1N, Second cycle, has only first-cycle course/s as entry requirements

Entry requirements

To be eligible for the course Sustainable Marketing Management, the participant must fulfil the entrance qualifications for one of the Master of Science programmes at the Graduate School.

Learning outcomes

Upon completion of the course the student will be able to:

1. Account for theories and models within the areas of sustainable marketing strategy, sustainable market communication and sustainable supply chain management.

2. Describe the relation between the marketing discipline and the sustainability concept.

3. Apply relevant theories within the area of sustainable marketing to a case on a small/medium sized company.

The course is sustainability-focused, which means that at least one of the learning outcomes clearly shows that the course content meets at least one of the University of Gothenburg's confirmed sustainability criteria. The content also constitutes the course's main focus.

Course content

This course aims to provide a comprehensive framework for understanding how sustainability issues can become a part of marketing strategy in the business and public sector. Special attention is given to the areas of sustainable market communication, sustainable strategy and sustainable supply chain management. Also, the course aims to provide students with tools for critical analysis of marketing activities from a sustainability perspective. Alternative perspectives on marketing as well as reflection on the relation between traditional marketing and sustainability challenges are discussed.

Form of teaching

Lectures and project seminars. Project seminars are compulsory.

Language of instruction: English

Assessment

Learning outcome 1 will be examined through an individual written exam.

Learning outcome 2 will be examined through an individual written exam.

Learning outcome 3 will be examined through a written group report and an oral presentation

In order to pass the course, the student must receive Pass on all three learning outcomes.

Students can have the possibility to complement a failed assignment or home exam within a week from notification of results.

The take-home exam is strictly individual and cooperation with other students is forbidden. Plagiarism (= copying the ideas of others, making the text look as if it were one's own) is not allowed in individual exam and group work.

If a student, who has failed the same examined component twice, wishes to change examiner before the next examination, a written application shall be sent to the department responsible for the course and shall be granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

In cases where a course has been discontinued or has undergone major changes, the student shall normally be guaranteed at least three examination occasions (including the ordinary examination) during a period of at least one year from the last time the course was given.

The number of examinations is limited to five.

Grades

The grading scale comprises: Pass with Distinction (VG), Pass (G) and Fail (U).

For Pass on the course, Pass is required on all three learning outcomes. For Pass with Distinction on the course, Pass with Distinction is required on learning outcomes one and two, and Pass on learning outcome three.

Course evaluation

The course will be evaluated upon completion. The results of the evaluation will be communicated to the students and will function as a guide for the development of the course.