



## GRADUATE SCHOOL

### **GM1137 Sustainable Marketing Management, 7.5 credits**

Hållbar marknadsföring, 7,5 högskolepoäng

*Second Cycle*

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#### **Confirmation**

This course syllabus was confirmed by Graduate School on 2021-03-17 to be valid from 2021-08-29, autumn semester of 2021.

*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.

The course can be part of the following programmes: 1) Master of Science in International Business and Trade (S2IFÖ) and 2) Master of Science in Logistics and Transport Management (S2LOT)

*Main field of studies*

Marketing and Consumption

*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**

On successful 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 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 the relation between traditional marketing and sustainability challenges are discussed.

### **Form of teaching**

Lectures and project seminars.

*Language of instruction:* English

### **Assessment**

Learning outcome 1 and 2 are assessed through an individual written exam.

Learning outcome 3 is assessed through a written group report and an oral presentation in project seminars.

Project seminars are compulsory.

The individual written exam shall be written individually, cooperation in formulating text, tables, figures etc. is not allowed.

A failed written group report and failed written exam can be supplemented to a Pass grade.

If the course coordinator agrees that the reason for absence or non-submission of compulsory elements is valid, then the missing elements can be replaced with alternative assignments.

A student who has taken two exams in a course or part of a course without obtaining a pass grade is entitled to the nomination of another examiner. The student needs to contact the department for a new examiner, preferably in writing, and this should be approved by the department unless there are special reasons to the contrary (Chapter 6 Section 22 of the Higher Education Ordinance).

If a student has received a recommendation from the University of Gothenburg for special educational support, where it is compatible with the learning outcomes of the course and provided that no unreasonable resources are required, the examiner may decide to allow the student to sit an adjusted exam or alternative form of assessment.

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, but no more than two years, after the course has ceased/been changed.

The number of examinations is limited to five.

### **Grades**

The grading scale comprises: Excellent (A), Very good (B), Good (C), Satisfactory (D), Sufficient (E) and Fail (F).

Pass is required on all examination forms. The grade (A-E) corresponds to the total score a student obtains on the written exam. The written group report is graded Pass/Fail. To receive a pass grade (A-E)  $\geq 50\%$  points is required. The scale is tied to fixed score intervals:

A: 85-100%

B: 75-84%

C: 68-74%

D: 60-67%

E: 50-59%

F:  $<50\%$

### **Course evaluation**

The course will be evaluated upon completion. The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.