

## EMG10M10 Business in Europe: Sustainable Marketing

### Lecturer

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**Instructor**  
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### Course format

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**Working language:**  
**Volume of contact hours:**

**English**  
**8h**

### Course track

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### Course description

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This course aims to familiarize students, who are future managers, engineers, and entrepreneurs, with the significance of adopting a sustainable marketing approach in the 21st century. Drawing on global case studies spanning Europe, North America, Africa, South America, the Middle East, and Asia, it demonstrates that sustainable marketing is not merely a myth or an oxymoron. However, it acknowledges that there are numerous areas for improvement for marketers. The course emphasizes the integration of sustainable development and marketing, illustrating how sustainable marketing diverges from traditional marketing and offering guidance on designing a fundamental sustainable marketing strategy in straightforward steps. Structured around the creation, communication, and delivery of customer value, the course defines sustainable marketing as socially and environmentally responsible actions that fulfill the current needs of consumers and businesses while safeguarding or enhancing the ability of future generations to meet their own needs.

### Educational organisation

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**In-class:** Lectures  
**As a group:** Exercises,  
**Interaction:** Discussions/Debates  
**Assignments:** Final project

## Learning outcomes

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Upon completion of this course, students should be able to:

1. Identify sustainability gaps in consumer behaviour, business performance and governmental policy.
2. Discuss the integration of the sustainable development concept by marketing
3. Justify the necessity for sustainable marketing strategy in today's business.
4. Define sustainability in a marketing context
5. Distinguish traditional marketing from the sustainable one
6. Develop a basic product and pricing strategy from a sustainability perspective

## Course Outline

1. Introduction to sustainable marketing. **Evolution & basic trends.**
2. Understanding sustainable value through sustainable consumption
  - 1.2. Understanding sustainable consumption
    - 1.2.1. Types of sustainable consumption
    - 1.2.2. Consumer actions to promote sustainable development
3. Creating sustainable value through product and price management
  - 3.1. Sustainable customer value:
  - 3.2. Sustainable product management:
    - 3.2.1. Sustainable product & packaging options
    - 3.2.2. Sustainable labels
4. Sustainable price management: unethical & illegal pricing practices
  - 4.1. Sustainable pricing: cost's perspective
  - 4.2. Ethical and legal issues in price management

## Pre-requisites for the course

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English

## Teaching materials

Photocopies  
Newspaper articles  
Case studies/texts

## Recommended reading

1. Belz, F.M., & Peattie, K. (2012). Sustainability Marketing. 2nd. ed. Business and economics
2. Dahlstrom, R. & Crosno, J. (2021). Sustainable Marketing. 3rd. ed., Chicago Business Press
3. Sharma R. et al. (2021). Sustainability Marketing. New Directions and Practices. Emerald Publishing

## Assessment

In-class assignments & participation (20%) & team work project (80%)

## Grounds for expulsion from classes

Such behaviors as...

- arriving late, leaving early or unannounced leaving of the classroom during class time
- disruptive eating or drinking in class
- using smartphones and laptops for non class-related purposes
- reading non class-related documents
- chatting on non class-related issues
- showing disrespect towards lecturers

... may lead to expulsion from classes.