



# Exchange programme Vrije Universiteit Amsterdam

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit Amsterdam - 2024-2025

## Exchange

Vrije Universiteit Amsterdam offers many English-taught courses in a variety of subjects, ranging from arts & culture and social sciences, neurosciences and computer science, to economics and business administration.

The International Office is responsible for course approval and course registration for exchange students. For details about course registration, requirements, credits, semesters and so on, please [visit the exchange programmes webpages](#).

# Marketing Sustainable Innovations

Course Code	E_MFS_MSI
Credits	6
Period	P3
Course Level	300
Language Of Tuition	English
Faculty	School of Business and Economics
Course Coordinator	K. Subrtova
Examiner	K. Subrtova
Teaching Staff	K. Subrtova, dr. M. Veltkamp
Teaching method(s)	Study Group, Lecture

## Course Objective

Marketing sustainable innovations is a subject that is truly interdisciplinary in nature. Students will study various perspectives of marketing, driven from an innovation, psychology, value and behavioral economics point of view (*Bridging Theory and Practice: Knowledge*). As a result, this course will challenge students to examine and understand sustainability issues from different perspectives, abstract those insights relevant to specific consumer-related problems when marketing such innovations, and build a well-argued case for successfully launching sustainable innovations (*Academic Skills*).

Being the last subject in the minor Sustainability: Management and Innovation, this course brings together insights from previous courses, not just from a theoretical but also a practical point of view. Building upon the previous period where students learned about developing and designing sustainable innovations, this course takes students to the final stage in effectively launching that innovation into the market. Based on the insights learned in this course, students will develop a marketing plan for a business case in collaboration with a company (*Bridging Theory and Practice: Application*).

This assignment is completed in a boot camp-style setting, where you work intensively during a short time period in a team setting (*Social Skills*). Such 'pressure-cooker' situations challenge you to source various skills to create not only optimal content (a marketing plan) but also an effective team, where tasks and time are managed well and you can constructively reflect on your own as well as your team members' performance (*Self-awareness*).

## Course Content

Despite efforts involving consumers in the early stages of innovation, sustainable products and services often struggle with limited take-off. As an (international) business professional, but also as a sustainability consultant or policy maker, it is crucial to understand the mechanisms that drive the adoption of sustainable innovations.

Building on the preceding subjects in the minor Sustainability: Management and Innovation, this course analyzes the final element in the value chain; bringing sustainable products and services to the market. The course starts with a stakeholder marketing perspective, specifically focusing on the consumer and how that consumer acts within a network of stakeholders. We further discuss relevant insights from innovation, psychology, behavioral economics, and consumer value research to gain a better understanding of what affects actual consumer behavior. The course ends with a bootcamp in which, in collaboration with a company, students develop an attractive marketing plan that takes all stakeholders into account. This will challenge students to connect and integrate knowledge and insights from different subjects and help to recognize how various elements of the value chain and value network need to be aligned to create a successful sustainable product or service.

## Additional Information Teaching Methods

Classroom discussions, tutorials, presentations on Friday last week (all in-person).

## Method of Assessment

Group project assignment – Group assessment

Group and in-Class participation – Individual assessment

## Literature

This course is article-based.  
Readings will be announced on Canvas.

## Additional Information Target Audience

This course is part of the Minor Sustainability and Innovation. This minor can be followed by all SBE bachelor students. In addition, advanced bachelor students (third year) from other faculties, as well as other universities, are welcome to join. Particularly those with an interest in Business and Organization Studies, Economics, Social Sciences, Social Psychology, Healthcare, Media and Communication Studies, Engineering, Technology Management, Operations Management and Education.

It is especially interesting for:

- Future managers who want to understand how sustainability can be implemented in existing business
- Entrepreneurs / intrapreneurs that want to exploit the opportunities sustainability offers
- Future consultants in sustainability, strategic business consultants, of government policy consultants
- Students that want to be active in NGO's or other societal organizations

## Additional Information

Students are expected to attend the classes and tutorials (mandatory) and take an active role as learners because the exchange of ideas and discussions are core to the learning experience. As a student, you are expected to be responsible and accountable not only for doing your individual work but also for contributing to the learning and growth of your classmates. As instructors, we will create a safe, kind, warm and welcoming environment to foster such connections and expect that you show up - physically, mentally, psychologically - to push the discussions forward. This class is not suitable for those, who want to sit back and be a one-way recipient of information. Rather, you are expected to bring and contribute to the knowledge and skills, deepen the collective thinking and move the conversation forward.

We have designed the assessments to reflect this pedagogy. Anything we discuss during the class discussions and tutorials (what is included in the slides as well as whatever we discuss that might not be included in the deck) as well as any required preparation (e.g., readings, exercises, videos, surveys) are all fair game. In other words, attending and actively participating in the class discussions and tutorials as well as thorough preparation are necessary to do well in the final assessment.

## Recommended background knowledge

This course is part of the Minor Sustainability: Management and Innovation. This course builds on the courses of the minor in period 1 and 2. Additionally, knowledge of basic marketing principles or marketing management is recommended.