



Module Specification

Marketing and Sustainability

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Part 1: Information

Module title: Marketing and Sustainability

Module code: UMKDWQ-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: The aim of this module is to understand the two-way link between marketing and sustainability.

Specifically, it explores how marketing can be used to encourage more sustainable and responsible consumption and how sustainable marketing approaches can impact organisational performance.

By the end of the module, students should be able to understand how private businesses, governments, charitable organisations, and individual consumers, can

use marketing principles and techniques to influence behaviours for social and environmental good; and how to apply these techniques in a real environment.

Features: Develop an understanding of the marketing environment in relation to sustainability and the factors affecting it.

Identify and evaluate key approaches sustainable marketing, including concepts related to social purpose marketing and how to change behaviour for good.

Review sustainable marketing campaigns in different organisational contexts (private, public, non-for-profit).

Produce a marketing campaign focused on social/environmental issues and evaluate its impact.

Demonstrate the skills of analysis, evaluation and making judgements about real business situations to develop practical experience.

Educational aims: Demonstrate critical knowledge and understanding of the ethical, social and sustainability issues, ambiguities and challenges in marketing and consumption.

Explain the complex and dynamic influences that impact upon the socially and environmentally (ir)responsible decisions made by marketers and consumers.

Discuss conceptual frameworks related to ethical, sustainable and social marketing as well as consumption.

Apply relevant theoretical frameworks to diagnose and solve responsible, social and sustainability marketing and consumption problems.

Demonstrate awareness of, and sensitivity towards, the sociocultural embeddedness of responsible, social and sustainability marketing problems and solutions.

Outline syllabus: I.Sustainability and rewiring the economy

II.Sustainability challenges and opportunities

- III.Regulatory environment and international policy
- IV.Sustainability leadership
- V.Who is the conscious consumer?
- VI.Marketing as a change agent
- VII.What is the history / benefits of green marketing?
- VIII.What is a sustainable brand?
- IX.Sustainability strategies – global and local examples
- X.The Future of marketing sustainability

Part 3: Teaching and learning methods

Teaching and learning methods: On campus seminars, supported with online materials

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Critically discuss key sustainability definitions, theories and concepts and identify the importance of incorporating sustainable practices within the business.

MO2 Critically assess the key sustainability challenges facing businesses today, looking at key external factors including economic, environmental, legal, ethical, technological, political, and socio-cultural factors.

MO3 Strategically evaluate sustainable practices and processes, strategy, and operations within the business environment at a local, national, and international level.

MO4 Propose well-reasoned solutions and recommendations to improve sustainability within business environments.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 128 hours

Face-to-face learning = 22 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link <https://rl.talis.com/3/uwe/lists/915C45A3-051F-888A-69EF-894D0C8B8A3F.html?lang=en&login=1>

Part 4: Assessment

Assessment strategy: The group project will require groups to identify the importance of incorporating sustainable practices and critically assess economic, environmental, legal, ethical, technological, political, and socio-cultural factors in order to propose sustainability improvements.

Group members will have the opportunity to discuss the allocation of marks.

Assessment tasks:

Project (First Sit)

Description: sustainable marketing campaign project

Weighting: 100 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4

Project (Resit)

Description: Sustainable marketing campaign project. Groups of one permitted .

Weighting: 100 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Digital Marketing [Frenchay] MSc 2023-24

Marketing [Frenchay] MSc 2023-24

Marketing Communications [Frenchay] MSc 2023-24

Events Management [Frenchay] MSc 2023-24