

SSM2010H Marketing in Sustainability Management

Course Description:

This course is designed to develop an understanding of: (i) relationship between sustainability and marketing; (ii) linkages between sustainability concerns and people's behaviour including their behaviour in markets; (iii) differences between the principles of conventional marketing and sustainability marketing (iv) sustainability marketing values and strategies; and (v) applications of sustainability marketing concepts and tools to a range of profit and non-profit organizations. The course will include a range of topics such as evolution of marketing, sustainability, and sustainability marketing; elements of sustainability marketing and corporate social responsibility; challenges and opportunities for sustainability marketing; sustainability and consumer behaviour; harnessing consumer behaviour for sustainability; sustainability marketing values and objectives; sustainability marketing strategies; sustainability marketing mix including customer solutions, communication, cost, and convenience; innovations and sustainability marketing ; future directions of sustainability marketing; and applications of sustainability marketing.