

Syllabus for SMGT 330 Marketing for a Sustainable World

Course Description

Prerequisite: SMGT 235 Economics in Society and Sustainability

An analysis of an organization's opportunities to develop sustainability practices as they relate to the development of product, pricing, supply and distribution channels (retail, wholesale), promotion (advertising, sales promotion, public relations), and target markets.

Course Learning Outcomes

Today we find business elements and society facing a confluence of factors ranging from environmental degradation, widespread poverty, and the need for renewable sources of energy. What the future doesn't hold is a "business as usual" approach, but a need for more proactive alternatives that address the environment, consumer welfare needs and community.

This course will cover key marketing concepts and tools related to marketing mix decisions such as design-for-environment, pricing based on full cost accounting, greening of the supply chain, and life cycle impact assessment. We will learn marketing strategy development within the context of a "triple bottom line" approach that places equal emphasis on the objectives of economic stewardship (valuing financial continuity over profit), environmental/ecological stewardship (maintenance and renewal of natural capital), and social stewardship (equitable distribution of resources, human and community well-being).

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

- Explain sustainable marketing's role in a global framework.
- Evaluate sustainable marketing opportunities in uncontrollable environments.
- Understand buyers and markets.
- Evaluate sustainable product and pricing strategies within an organization.
- Identify sustainable marketing opportunities through the marketing research process.

- Explain the demographic and behavioral dimensions of consumer and industrial markets as they relate to sustainable marketing.
- Identify and explain the four basic elements of the "marketing mix"—product, price, place, and promotion—as they relate to sustainable marketing.
- Evaluate sustainable channel development strategies within an organization.
- Evaluate sustainable marketing communications strategies within an organization.
- Develop a cross-functional management orientation that promotes a company-wide effort towards the development of sustainable practices.

Course Materials

Information on course materials can be found in the [textbook section](#) of the SGMGT website.

Course Requirements

Pre-tests

Each chapter (three per unit) has an online pre-test option. You are not required to take the chapter pre-tests; however, you may find them to be very helpful prior to taking the online unit exams. There are no pre-tests for Units 7 and 8.

Examinations

After studying the three chapters in each unit, you will be required to take a 40- to 45-question test. You will be allowed 50 minutes. You will **not** have time to look each question up in the textbook.

For Units 7 & 8; the test has approximately 15 questions directly related to the Dale Carnegie textbook.

Warning: You have only one attempt per unit test. If you have technical problems and get kicked out of the test, you can't go back in and try again unless I reset the test. You will need to call me with a viable reason for me to reset your test. **When I reset the unit test, the computer randomly generates an entirely different set of questions than you had for your first test attempt.**

A student who misses a scheduled unit test must request permission from the instructor to make up the test. This request must be made **before** the anticipated missed unit test. Make-up of a missed unit test will be at the sole discretion of the instructor and will be given only in cases of extreme emergency.

Discussions

In each discussion, you will be required to do the following:

1. By the due date given in the calendar for the initial post, respond to the discussion questions posted by the instructor. It is imperative that you **read the discussion topic/questions at the start of each new unit**. This will give you time to talk with managers and analyze your organization as it relates to the discussion board topic.
2. After posting your discussion response, you will be required to respond to the discussion responses of **two** of your fellow students by the due date given in the course calendar. In each of the two responses, you will be required to **either**:
 - Offer suggestions on how the student can improve or enhance on the response that was offered **or**
 - Disagree with the student's response and provide a justification for your disagreement.

The discussion board is designed to enhance the practical, real-life application of the course material. Your discussion board responses help me determine if you have truly learned the textbook material, and, more importantly, help me determine whether or not you can "apply" the textbook concepts in the "real world." The discussion topics are designed to engage you in a reflection of both your vicarious (textbook) experience and your empirical (real-life) experience. As a result of this reflection, you should be prepared to enter "thought provoking" responses. Short, yes/no answers will not be accepted as "thoughtful" responses; such answers cheat your fellow students out of the opportunity to learn from you. If the instructor deems a student's response as incomplete or "thoughtless," the instructor will deduct 10 points from the student's test score.

Even though I only require you to read and respond to two of your fellow students' posts, I would recommend that you read **all** of the posts and responses on the discussion topic.

Grading Policy

	Points
UNIT 1 - 6 Exams (50 points each)	300
UNITS 7 & 8 Exams (30 points each)	60
Discussion Board Responses	80
TOTAL	440

Letter Grades

89% & up	A
79% & up	B
69% & up	C
59% & up	D
58% & below	F