



MGT 4803-F: Sustainable Marketing

Fall 2021

MW, 12:30 pm – 1:45 pm

Economic Development Building, Room 235 (760 Spring Street 235)

Instructor Information

Instructor: Kimberly (Na Kyong) Hyun

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Office Hours: Wednesdays from 11:00 – 12:00 or by appointment (in-person or outdoors)

Course Description

Sustainability relates to society's ability to meet the needs of the present without compromising the ability of future generations to meet their own needs. It calls for firms to take account of the full cost involved in doing business using the triple bottom line – measures of the economic, social, and environmental performance and impact of firms over time.

As environmental and social consciousness has grown in recent years, sustainability has emerged as an important market driver with the potential to grow profits and spur value creation. As a result, firms are increasingly making sustainability a strategic priority. This course considers sustainability through the lens of the marketing discipline. Through a combination of discussions, case studies, and class projects, this course examines the ways in which firms adapt their marketing strategies to meet business as well as societal needs. Specifically, students will learn how firms are applying environmental and socially sustainable business practices to the marketing mix (products, pricing, promotional activities, and distribution). Students will also learn how to analyze the risks and opportunities associated with sustainable marketing practices. This course will provide interesting and useful knowledge to any students with desire to make worthwhile contributions to the world and build sustainable communities where people and nature thrive.

Prerequisites

Students enrolling in the course are expected to have taken an introductory marketing course that covers the primary marketing variables used in designing an overall marketing program.

Course Materials

We will be using two textbooks in this course:

- Ottman, Jacquelyn A. *The New Rules of Green Marketing*. (2011). San Francisco: Berrett-Koehler Publishers, Inc. ISBN-10: 1605098663, ISBN-13: 978-1605098661
- Dahlstrom, R., & Crosno, J. *Sustainable Marketing*. (2018). Chicago Business Press. ISBN-10: 0997117192, ISBN-13: 978-0-9971171-9-6

The textbook will be supplemented by additional readings such as:

Kotler, P. (2011). Reinventing marketing to manage the environmental imperative. *Journal of Marketing*, 75(4), 132-135.

White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, 83(3), 22-49.

The course Canvas site: announcements, assignments, lecture presentations, and grades.

** All assignments and case reports to be submitted in *both* hard copy and online version on Canvas.

Course Topics

- Triple bottom line & corporate social responsibility (CSR)
- Product strategy – sustainable product design, recycling, and product take-back, product development for base-of-the-pyramid markets
- Promotion strategy – CSR reports, environmental labeling, green advertising, de-marketing
- Distribution strategy – sustainable supply chains
- Pricing strategy – fair trade, living wages
- Consumer behavior – sustainability in consumer decision processes, green segmentation, positioning on sustainability

Course Goals and Learning Outcomes

- Describe sustainable marketing strategies for each aspect of the marketing mix (product, promotion, place, and price)
- Compare and contrast global challenges/opportunities for sustainable marketing
- Analyze risks and opportunities related to the integration of sustainable practices into a firm's marketing mix decisions
- Develop managerial recommendations that take a triple bottom line (economic, environmental, and social) approach to sustainable marketing practices

Course Requirements and Grading

Grading Components

- Homework Assignments – 20%
- In-class exercises – 10%
- Case studies – 20%
- Midterm Exam – 20%
- Research Topic Report – 5%
- Final Project – 25%
 - Final Project Report – 15%
 - Final Project Presentation – 10%

In-Class Exercises/Class Participation and Class Attendance

Class attendance is required. You should arrive on time ready for substantive and lively discussion. An important part of the learning experience takes place in class. **If you miss class, please see me during office hours or connect with a peer to obtain all material covered in your absence.**

Class participation includes discussions and in-class exercises. The exercises are meant to help reinforce the mini-lectures. Exercises will typically consist of activities, responses to reflection questions, and student-led discussions drawn from the readings and current events articles.

Readings, Homework, and Cases

Readings, homework, and cases are intended to help you practice and delve deeper into what you learn in class. In-class discussions are critical to your success in class. Therefore, reading assignments are to be completed prior to class meetings.

There are two homework assignments and two case study reports that you will submit. These assignments give you the opportunity apply concepts and skills learned in class and through the readings. The dates are marked on the assignment schedule. Each assignment must be submitted at the ***beginning*** of class in **both hard copy and online version** on Canvas. **Late submissions will be accepted but with a 10% per day penalty.**

Mid-Term Examination

The mid-term examination will be given to assess your knowledge of course material covered during the first half of the semester. The exam is in-class, closed-book, and closed-notes. There will be no makeup exams except for absences required by Georgia Tech (submit documentation).

Final Project Reports and Presentation

The final project allows you and your group to explore an interesting and meaningful research question with both managerial and theoretical implications. The two research topic reports and in-class discussions with the instructor will help you and your group to guide you throughout the process.

In this final project, you will be given an opportunity to develop a research idea that would contribute to the corpus of knowledge, design an experiment or a survey to test the theory, and report the research findings in both formats of academic presentation and writing.

Expectations of the final project report includes reviewing the relevant literature, explaining the contribution of the proposed research, thoroughly explaining the experimental design, and reporting the study findings (in APA or MLA format). Highlights of the final report will be presented to the class as a group. Both the written report and presentation will be graded on content and clarity. **Late submissions of the report will be accepted but with a 10% per day penalty.**

Your research questions may involve those pertaining to: why and how consumers portray sustainable consumer behavior; and, how companies can meaningfully create and implement marketing strategies that align with its sustainable goals.

If you have any health-related situations and need to miss classes or due dates, please contact me as soon as possible.

Grading Scale

Your final grade will be assigned as a letter grade according to the following scale:

A 90-100%

B 80-89%

C 70-79%

D 60-69%

F 0-59%

Note: Pass for Pass/Fail option is a grade of 80% or better

Academic Integrity

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. You are responsible for knowing and abiding by Georgia Tech's policy for academic integrity. For more information on Georgia Tech's Academic Honor Code, please visit <http://www.catalog.gatech.edu/policies/honor-code/> or <http://www.catalog.gatech.edu/rules/18/>.

Academic misconduct is any act that does or could improperly distort Student grades or other Student academic records. Thus, any student suspected of cheating or plagiarizing on a quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

Accommodations for Students with Disabilities

If you are a student with learning needs that require special accommodation, contact the Office of Disability Services at (404)894-2563 or <http://disabilityservices.gatech.edu/>, as soon as possible, to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me by September 1st to set up a time to discuss your learning needs. Students with accommodation needs are required to meet the same achievement standards for this class as all students. Accommodation will be made in terms of how such achievement is demonstrated.

If you have a need for academic accommodation by virtue of your religion (e.g., turning in an assignment at another time, taking an exam at another time), then you must contact me by September 1st to discuss your needs. No retroactive accommodations will be provided in this class.

Student Use of Mobile Devices in the Classroom

Because electronic devices can be visually distracting to you and your fellow students, which may affect everyone's learning experience, unless otherwise indicated, laptops and other electronic devices are not permitted in class.

Dean of Students Office, CARE Center, Counseling Center, Stamps Health Services, and the Student Center:

The [CARE Center](#) and the [Counseling Center](#), Stamps Health Services, and the Dean of Students Office will offer both in-person and virtual appointments. Student Center services and operations are available on the [Student Center](#) website. For more information on these and other student services, contact the Dean of Students or the [Division of Student Life](#).

The following guidance addresses practices that were common during AY2020-2021 and may still be relevant to some courses for Fall 2021, such as online courses. If applicable to a given course, this information may be inserted into the syllabus.

Information Related to Covid-19:

Students are expected to be familiar with and abide by the Institute guidelines, information, and updates related to Covid-19. Find campus operational updates, Frequently Asked Questions, and details on campus surveillance testing and vaccine appointments on the [Tech Moving Forward site](#).

Course Schedule – *Subject to change*

Week	Date	Topic	Items due	Readings
1	Aug 23	Couse Overview/Syllabus		Dahlstrom and Cronos Ch1
	Aug 25	Sustainability & Sustainable Marketing		
2	Aug 30	The Need for Sustainable Business		Kotler 2011
	Sep 1	Sustainable Marketing Strategy		Dahlstrom and Cronos Ch2 Ottoman Ch1&3
3	Sep 6	Labor Day		
	Sep 8	Ethical Dimensions of Sustainable Marketing		
4	Sep 13	Sustainability and Consumer Behavior 1	Homework 1*	Dahlstrom and Cronos Ch4&5
	Sep 15	Sustainability and Consumer Behavior 2		
5	Sep 20	Sustainable Product Strategy		Ottoman Ch4&5
	Sep 22	Segmentation and Targeting for Sustainability		Dahlstrom and Cronos Ch6 Ottoman Ch2
6	Sep 27	Sustainable Promotion Strategy 1		Dahlstrom and Cronos Ch7 Ottoman Ch6&7
	Sep 29	Sustainable Promotion Strategy 2		
7	Oct 4	Sustainable Pricing Strategy 1 Case Discussion 1	Case Study Report 1*	Dahlstrom and Cronos Ch9
	Oct 6	Sustainable Pricing Strategy 2		
8	Oct 11	Fall Break		
	Oct 13	Research Topic Discussions	Research Topic Report (mini)*	
9	Oct 18	Sustainability and Supply Chains 1		Dahlstrom and Cronos Ch10
	Oct 20	Sustainability and Supply Chains 2		
10	Oct 25	Sustainable Branding and Labeling	Homework 2*	Dahlstrom and Cronos Ch8
	Oct 27	Reading Day #1		
11	Nov 1	Midterm Review		
	Nov 3	Midterm Exam		
12	Nov 8	Measuring Sustainability Efforts		Dahlstrom and Cronos Ch14
	Nov 10	Case Discussion 2	Case Study Report 2*	
13	Nov 15	Research Topic Discussions		
	Nov 17	Research Topic Discussions	Research Topic Report (full)*	
14	Nov 22	Partnering with Stakeholders		Dahlstrom and Cronos Ch13

	Nov 24	Thanksgiving Break		
15	Nov 29	Sustainability and Social Media		
	Dec 1	Sustainability and Fashion		
16	Dec 6	Sustainable Marketing Going Forward		
	Dec 8	Reading Day #2		
17	Dec 13	Final Project Presentations	Final Project Report due by 11:59pm	

(Assignments and reports marked as * are due *before* class starts, please submit *both* hard copy and online on Canvas.)