

MARKETING 4910-01: Sustainability Marketing

Winter 2017

INSTRUCTOR: Dr. April Atwood
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CLASS MEETING: T Th 3:45 - 5:50pm, Pigt 103

OFFICE HOURS: before & after class and by appointment

TEXTS: Sustainable Marketing, by Diane Martin & John Schouten, Prentice-Hall, 2012.
[ISBN10: 0-13-611707-4, ISBN-13: 978-0-13-611707-0]

READINGS: -----links to additional readings will be provided on our course Canvas page-----
Also, we will read a few chapters from this book (available free online at the link here):
Is Sustainability Still Possible? State of the World 2013 by The Worldwatch Institute,
Washington, DC: Island Press, 2013. The Chapters we will read are available on the
Worldwatch website at: <http://blogs.worldwatch.org/sustainabilitypossible/state-of-the-world-2013/>

COURSE OVERVIEW:

In order to cope successfully with the current and future business, societal, and ecological challenges, modern organizations are adopting more sustainable business practices. Businesses are facing challenges across multiple fronts, ranging from environmental degradation, resource scarcity, burgeoning world populations, environmental toxins, and the need for better energy solutions, just to name a few. As well, technology and changing consumer expectations are making transparency increasingly relevant to business success. To address these trends and the associated future uncertainties, organizations need to discard their 'business as usual' approach for more forward-looking strategies that have potential to create a more flourishing sustainable world. In doing so, organizations that adopt a more sustainable approach will be at a competitive advantage and will reap the many benefits that accrue from demonstrating leadership in this arena.

This course will examine multiple marketing-related strategies that organizations can adopt to be successful on triple bottom line (people, planet, profit) metrics within the broader framework of sustainable business. Topics to be discussed in this context will include sustainable business and marketing models to drive innovation and create competitive advantage, applying sustainability principles to provide leadership in the design of products and the creation of customer value, understanding sustainable consumer behavior and customer segments, and designing and communicating sustainable value propositions.

The class format will be a combination of lectures, discussions, in-class activities, assignments, and projects [and possible field trip(s)]; the focus will be the application of marketing and sustainability concepts to current business world challenges.

Course learning objectives include:

- students will understand the concepts, principles, theories, and frameworks of sustainability and sustainable business;
- students will be able to communicate the business case for sustainability as a source of competitive advantage;
- students will recognize the opportunities, challenges, and stakeholder considerations in designing and implementing sustainable marketing strategies; and
- students will be able to advise how to make any organization, marketing process, or decision more economically, environmentally, and socially sustainable

GRADING: Your grade will be determined on the basis of these components:

Midterm exam		100
Final exam		150
Individual work		300
footprint assignment	100	
sust mktg 'A list' assignment	125	
sustainability label assignment	75	
Group project (research, group work, intermediary deliverables, presentation, paper)		300
Class participation, exercises, in-class work, reflections, homework		150
		<hr/>
		1000 pts.

TESTS:

There will be two exams during the quarter. The exams will consist of multiple-choice, true-false, fill-in, short answer, and/or essay questions. The exams will cover material presented in the textbook and in class. Each exam will be comprehensive but will focus mainly on the material presented since the previous test. Each exam will be described in more detail about a week before it is scheduled. Exam questions will come from both the lecture material and the reading assignments, with emphasis placed on understanding and application of the material we have discussed in class. Regular attendance and staying current with the reading and class assignments are your best preparation for the exams.

The exams will be comprised of a test booklet and an answer booklet, both of which will be provided at the time of the exam. You must turn in both the test booklet and the answer booklet, but only the answer booklet will be graded. The test booklets will not be returned to you. You may review them as much as you wish in the professor's office.

INDIVIDUAL WORK -- assignments:

1) Personal footprint calculation & reflection (100 pts possible, due Th Jan. 19)

This assignment requires you to examine your own environmental and social impacts more closely. Use at least two of the following personal impact calculators (choose them randomly; they are not in any sort of order and we want them all to be tested by multiple people in class, and feel free to use others you may find):

- http://www.epa.gov/climatechange/emissions/ind_calculator.html
- <http://carbonfootprint.com/calculator.aspx>
- <http://terrapass.com/carbon-footprint-calculator-2>
- <http://coolclimate.berkeley.edu/carboncalculator>
- <http://www.nature.org>
- www.myfootprint.org
- www.footprintnetwork.org

Then use at least 2 of these tools to assess your personal 'water footprint' --

- www.watercalculator.org
- <http://environment.nationalgeographic.com/environment/freshwater/change-the-course/water-footprint-calculator/>
- <http://waterfootprint.org/en/resources/interactive-tools/personal-water-footprint-calculator/>

And finally..... go to slaveryfootprint.org and use their calculator to assess your personal 'slavery footprint.'

Work through these calculators (and any others, if you find them), estimate your current resource, water, and slavery footprints, and analyze why the calculators give different results (if they do). Discuss how well the sites you consulted informed, explained and advised you on how you might reduce your footprints, then describe what actions you could take to reduce your footprint, and analyze the business opportunities therein. Summarize your findings in writing (up to 3 pages).

2) **Sustainable Marketing 'A List' assignment** (125 pts, due during weeks 6 - 8; you will sign up for a date)

One of the elements of our learning this quarter will be to identify 'leaders' in the sustainability marketing world, so that we may learn from companies and organizations that are doing an exemplary job. For this assignment, each student will find a (different) company or organization that s/he believes is a sustainability marketing leader and will prepare a report and brief presentation to the class on this organization. As soon as you like, you may go to the space on our Canvas page to 'claim' which organization you will research and present -- we'll use the online 'reservation' process to avoid duplications. You will need to take a skeptical approach to considering your 'candidate' for inclusion on our 'sustainable marketing A list' -- don't just be swayed by their advertising or packaging, but dig deeper into the organization to uncover what all constitutes 'leadership' qualities in their sustainable marketing efforts. Then, write your assessment of this organization, and be sure to clearly articulate why you find their sustainable marketing activities admirable, in a paper of 3 pages or less (be sure to cite and include references). You will also describe this company and its activities to the class in a presentation during week 6, 7, or 8; you should aim to talk for 5 - 10 minutes about your sustainability leader, and be sure to include examples and/or images that will help you convey their work.

3) **Sustainability label assignment** (75 pts possible, due Th Feb 9)

The world of packaged goods is becoming increasingly marked with sustainability-related labels, certifications, and symbols. This approach to positioning a company's offer as 'sustainable' has resulted in hundreds of different labels -- which are worthy of our consideration? Which can be 'believed'? And how might consumers be clued in to pay attention to those labels that actually mean something?

This assignment will begin to address these issues. You will find a sustainability-related label, certification, or symbol to research and report on to the class. As soon as you like, you may go to the 'sustainability label assignment' space on our Canvas page to claim the label that you will research (in order to maximize our learning, each student will focus on a different label), then look into that label deeply enough that you will be able to report about it to the class on the assigned day. You will be expected to show us the label, describe it, explain it (what does it signify? who is behind the granting of this symbol?) and assess it (is it trustworthy? should consumers be persuaded by it?). You will summarize your findings in a one-page briefing as well. We will compare notes and learn about ALL the labels you consider on the assigned day.

GROUP PROJECT:

Students will work in small groups (1-3 people) over the course of the quarter to create a proposal for the redesign of a product or service that improves on the existing offer's ecological and/or social footprint, while maintaining mainstream appeal and commercial viability. The proposal will include your go-to-market plan. Deliverables for this term project include a final report (probably 18 - 30 pages) as well as a final group presentation (aim for 15 minutes), both due at the end of the quarter.

This term project will work to demonstrate that students have achieved the learning goals for the course and will include the following:

--background research

- product-level market analysis including size, competitive analysis, segmentation, and targeting
- corporate sustainability profile and sustainability context
- SWOT analysis

--redesign concept

- life-cycle analysis (LCA)
- environmental and social impact of redesign
- commercial viability of redesign

--go-to-market plan

- marketing strategy
- articulation of market segments
- pricing and distribution approaches
- key messages and marketing communications

We will discuss more details of the project in class. Intermediary project deliverables (10 pts. each) due during the quarter will include:

- team charter (due T 1/17)
- preliminary description of the project work + workplan/timeline (due T 1/24)
- progress report -- #1 (due Th 2/2)
- progress report -- #2 (due T 2/14)
- draft outline (at least) for your final paper (due Th 2/23)

...each posted to the appropriate Canvas space.

This project is to be completed in teams, and your performance in your team will be assessed via peer evaluations.

Grades for individual team members will be adjusted based on the information and feedback provided to the professor via these group peer evaluation forms. While we don't teach specific team-building and team effectiveness strategies in this class, you'll have a chance to work on honing your teamwork skills. Effective teamwork in this course will include:

- respect and courtesy for all team members
- attendance, prepared, to all meetings
- clear understanding of individual responsibility
- completion of all assigned responsibilities
- support for other team members that helps them improve their own contributions
- completion of peer evaluation forms (one mid-quarter; one at the end of the quarter)
- communication with instructor **during the quarter** regarding any team problems that cannot be resolved

CLASS PARTICIPATION/CONTRIBUTION (150 points possible)

Homework and written reflections may be assigned during the quarter, as well as in-class assignments, quizzes, and/or exercises. All homework and in-class work scores will be included in your class participation/HW/in-class work score.

You should be prepared to be an active participant in the class: Being physically present is not enough! Attendance will be monitored, but in addition to coming to class, plan to contribute: contributing to the class through active listening, posing questions, offering examples, and participating in the in-class exercises will help to maximize your experience in the class. Using **your name card on a daily basis** will help to ensure that you get credit for your presence and contributions. Everyone should be prepared to answer and ask questions about the

material assigned for that class day. Class members are strongly encouraged to bring to class examples, issues, or questions that are based on your professional life or on your personal experience with sustainability and marketing.

COURSE POLICIES:

Unless otherwise specified, all work is to be completed individually and must be spaced at least 1.5, font size at least 11, with at least 1-inch margins on all sides of the page.

All work submitted should be your best work---assignments will be evaluated for content, of course, but also for clarity, organization and appropriate use of headings, readability, and professionalism (i.e., proper spelling, grammar, layout). Proofread!!

Turning in assignments late is discouraged---late assignments would be marked down automatically.

Cell phone use, texting, and web surfing are inconsiderate to your classmates and the instructor and will not be permitted in this class – let Prof. Atwood know if you might be expecting an important message or call and we'll work to accommodate your needs. It is unlikely you will need to have your computer open during class. Violation of these policies would result in lowering of the class participation portion of your course grade.

Bring and use your name card each class day.

The course schedule is attached---you are responsible for it and for any changes to the schedule that may be announced in class.

SEATTLE UNIVERSITY POLICIES:

Disabilities:

If you have, or think you may have, a disability (including an 'invisible disability' such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff in the Learning Center, Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.

Honesty:

Seattle University is committed to the principle that academic honesty and integrity are important values in the educational process. Academic dishonesty in any form is a serious offense against the academic community. Punishment for dishonesty ranges from a zero for the specific assignment to expulsion from the university. Acts of academic dishonesty will be addressed according to the Seattle University Academic Honesty Policy. The policy can be found at http://www.seattleu.edu/regis/Policies/Policy_2004-01.htm. If you are not sure whether a particular action is acceptable according to the Academic Honesty Policy, you should check with your instructor before engaging in it.

Please note: according to university policy, faculty do not have an option if they notice what looks like cheating taking place: the case is written up and turned over to the school's administration. It is NOT a fun process for anyone, and the consequences can be suspension or expulsion from the program.

MARKETING 4910: SUSTAINABILITY MARKETING --- Dr. ATWOOD
Winter 2017 --- CLASS SCHEDULE

<u>Day</u>	<u>Topic</u>	<u>Assignments</u>
T Jan 3	Introduction & Course Orientation	
Th Jan 5	Intro to Sustainability	read: Sust Casebook Ch.2, State of World Ch.1, video: http://storyofstuff.org/movies/story-of-stuff/ and video (climate change is simple): https://www.youtube.com/watch?v=A7ktYbVwr90
T Jan 10	SustMktg & Strategy	SustMktg Ch. 1, 2 and this video (Ray Anderson): https://www.youtube.com/watch?v=iP9QF_IBOyA
Th Jan 12	---con't	SustMktg Ch. 4, article: Ottman & green marketing myopia case: sunchips
T Jan 17	SustMktg Measurement & Research	SustMktg Ch. 6, EarthIsland article , skim: World Happiness report DUE: team charter
Th Jan 19	Personal & Global Impacts	SustMktg Ch. 3, 8 DUE: footprint assignment
T Jan 24	Sustainability + Consumer Behavior	SustMktg Ch. 5, State of World Ch.23 DUE: project topic + workplan
Th Jan 26	Sustainability + Seg / Targeting / Positioning	SustMktg Ch. 7
T Jan 31	Midterm exam	
Th Feb 2	Sustainability + Products / Services	SustMktg Ch. 9, video: biomimicry DUE: project progress report #1
T Feb 7	Sustainability + Branding / Packaging	SustMktg Ch. 10 DUE: A list presentations
Th Feb 9	---con't	DUE: sustainability label assignment
T Feb 14	Sustainability + Channels	SustMktg Ch. 11 DUE: A list presentations DUE: project progress report #2
Th Feb 16	Sustainability + Pricing	SustMktg Ch. 12 DUE: A list presentations
T Feb 21	Sustainability + Communications / Promotion	SustMktg Ch. 13, 14; website: terracycle DUE: A list presentations
Th Feb 23	---con't	DUE: A list presentations
T Feb 28	Sustainability + Digital Business	SustMktg Ch. 15

Th Mar 2 ---con't

T Mar 7	group project presentations-----	project paper and group evaluation are due no later than 3:45pm on 3/9; presentation slides should be posted by 2 pm on your presentation day

Th Mar 9	group project presentations-----	

finals week: **Final Exam: during this class's scheduled final exam period: Th Mar16, 4:00-5:50pm**