



# Sustainability Marketing and Consumption

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Course for  
Master Sustainable Resource Management (SRM)  
European Master Consumer Affairs (EURECA)  
Exchange Students

Summer term 2017

## I. Course Description

Whether it is coping with 'Peak Oil', meeting the challenge of climate change, helping farmers in poorer countries through fair trade, or finding ways to keep discarded products out of the landfills, sustainability issues are the biggest challenges facing businesses. The course shows how the complexities of sustainability issues can be integrated into innovation and marketing management. It puts a strong emphasis on the development and the marketing of sustainability innovations such as electric cars, new mobility services, energy-efficient houses, renewable energies, organic food products, and fair fashion. Furthermore, the course provides examples of sustainability issues that have entered the conscience of the individual consumer. The course puts consumer behaviour in the sustainability context, by defining sustainable consumption, showing barriers and drivers of sustainable consumption, exemplifying sustainable consumption patterns and consumer lifestyles.

The step-by-step approach involves: an analysis of socio-ecological priorities to complement conventional consumer and market research; an integration of social, ethical and ecological values into innovation and marketing strategy; the analysis of sustainable consumer behaviour; the development and market introduction of sustainability innovations; a new consumer-oriented sustainability marketing mix of the '4 Cs' (Customer Solutions, Communications, Customer Cost, Convenience) to replace the outmoded and producer-oriented '4 Ps'; and finally an analysis how innovation and marketing can go beyond responding to social change to contribute to a transformation to a more sustainable society.

## **II. Course Materials**

### **Main Readings (Required):**

Belz, Frank-Martin; Peattie, Ken (2012): Sustainability Marketing: A Global Perspective, 2<sup>nd</sup> edition, Chichester, Wiley.

### **Further Readings (Recommended):**

Will be listed on the slides of each lecture. Some journal articles and reports will be provided in Moodle as pdf files. Multi-media materials (including videos, interviews and documentaries) are available online.

## **III. Course objectives**

The overall objectives of SMC are to:

- Understand the ambivalent relationship between sustainability and innovation/marketing;
- Analyze the link between socio-ecological problems and consumer behaviour;
- Analyze drivers and barriers of sustainable consumption
- Differentiate sustainability innovations, and discuss their potentials;
- Develop a sustainability marketing mix, the '4 Cs';
- Apply the sustainability marketing concept to different kinds of companies and industries.

The course objectives will be achieved by attending and participating actively in class, reading the assigned materials, creating a pitch presentation, and taking the written exam.

## **IV. Evaluation of Learning**

### **Pitch Presentations (Group Assignment)**

A major deliverable of the course is the creation of a pitch presentation. It is a team assignment (max. 5 students) and it is really fun! Imagine you are a marketing agency hired by a new sustainable venture that operates in the context of life sciences. Given the situation, the specific task for the present course is the development of a communication strategy for this new sustainable venture in a pitch presentation. In this pitch, students are required to reflect upon and incorporate concepts dealt with in the course material. The pitch presentations are evaluated according to content, creativity, and style. Submit your presentation on a USB stick on July, 12<sup>th</sup>. All groups will then present their pitch presentations and the best will be awarded based on public choice. The public choice award is independent of the evaluation by the instructors.

## Written Exam (Individual Assignment)

The written exam will consist of two parts: 1) standardized questions and 2) open questions. The exam will take place on 27.09.2017 (14:00-15:00 p.m.) and covers all lectures and required readings.

## V. Grading Policy

Pitch Presentation (Group Assignment)	25%
Written Exam (Individual Assignment)	75%

## VI. Class Schedule

#	Day	Time	Contents	Required Readings	Lecturer
1	26.04.17	14:00-15:30	Introduction		AW/RvW
2		15:45-17:15	Socio-Ecological Problems	Belz/Peattie 2012: 61-72	AW
3	03.05.17	14:00-15:30	Sustainable Consumption & Lifestyles		AW
4		15:45-17:15	Guest lecture		AW
5	10.05.17	14:00-15:30	Sustainable Consumer Behaviour: Theoretical Approaches	Belz/Peattie 2012: 77-110	AW
6		15:45-17:15	Sustainable Consumer Behaviour: Self-reflection and group discussion		AW
7	17.05.17	14:00-15:30	SIM Strategies	Belz/Peattie 2012: 137-166	RvW
8		15:45-17:15	Case: Polarstern		RvW
9	31.05.17	14:00-15:30	Communication	Belz/Peattie 2012: 197-226 255-271	AW
10		15:45-17:15	7 Sins of Greenwashing		AW
11	07.06.17	14:00-15:30	Customer Solutions	Belz/Peattie 2012: 173-193	RvW
12		15:45-17:15	Student Field Research		RvW

13	14.06.17	14:00-15:30	Student Field Research: Presentations		RvW
14		15:45-17:15	Convenience	Belz/Peattie 2012: 255-271	RvW
15	21.06.17	14:00-15:30	Customer Cost	Belz/Peattie 2012: 231-249	AW
16		15:45-17:15	Guest lecture		AW
17	28.06.17	14:00-15:30	SIM Transformations	Belz/Peattie 2012: 277-295	RvW
18		15:45-17:15	Exam preparation		RvW
19	12.07.17	14:00-15:30	Pitch Presentations		AW/RvW
20		15:45-17:15	Pitch Presentations		AW/RvW
21	27.09.17	14:00-15:00	Written Exam		AW/RvW

All lectures will take place in Weihenstephan at HS 2 (Dekanatsgebäude/Deanship building).

## VII. Instructors' profiles

### **Anna Wagenschwanz M.Sc.**

Anna Wagenschwanz graduated from the Technische Universität München and Aarhus University with a Master of Science Double Degree in "Consumer Affairs". The master studies provided her with excellent background knowledge in the academic field of sustainability marketing and consumption, which was also the focus of her master thesis. In January 2016, she was appointed research assistant at the Chair of Corporate Sustainability Brewery and Food Industry Management at the Technische Universität München (TUM School of Management), where she conducts research focusing on sustainable entrepreneurship.

### **Reinhard von Wittken Dipl.-Psych., M.Sc.**

Reinhard von Wittken is research assistant and PhD student at the Chair of Corporate Sustainability Brewery and Food Industry at the Technische Universität München (TUM School of Management). He conducts research on sustainable entrepreneurship. In 2012 he received his diploma in Psychology with a focus on Organizational Psychology. Simultaneously, he studied Business Administration and Economics at the FernUniversität Hagen, from which he graduated in 2013 with a Bachelor of Science degree. Building on this, he attended the prestigious master's class in International Relations at the London School of Economics and graduated with distinction in 2014.

Freising, March 8th, 2017