SUSTAINABILITY AND ETHICS

2019/2020 TERM 2

7SSMN509 MODULE INFORMATION

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The aims of this module are:

* to encourage students to think about the role of marketers and consumers in contributing to sustainability. Key concepts to discuss include corporate social responsibility, ethics, and sustainability. These concepts will be explored in relation to consumer behaviour, product strategies, marketing communications, supply chain management, and internationalization.
* to train students to critically analyse case studies and real life situations using marketing concepts learnt in class
* to encourage students to present confidently, carry out group work, and participate in class discussions

How will the module be taught?

We will be having three hour sessions on a weekly basis, comprising of lectures, student presentations, and class discussions. The syllabus is organized thematically around contemporary issues.

What are the assessments and when do they take place?

The assessments for this module are: individual coursework (50%), group project (30%), and individual reflections (20%). Assessments will generally be marked out of 100 according to the departmental marking scheme and then weighted accordingly.

**Coursework (50%)**

The coursework will be an analysis of a case study. The case study and the grading criteria will be provided in due course.

**Group project (30%)**

The group project consist of developing a sustainable roadmap for King’s Business School and carrying a task to try and promote sustainability after reading week. Each group will have a section of the roadmap to focus on. The submission will be a 15-minute video in which the group describes and showcases the planning process, challenges, and achievements.

If you plan to interview or film other people, then you will need to apply for ethical approval first.

**Individual reflections (20%)**

Reflections consist of a 2-3 page summary of thoughts in relation to what is discussed in class. These should be hand-written. A total of 3 reflections should be submitted. Reflections should cover:

* a critical reflection on the concepts discussed in class
* examples of how you applied the concepts to your own experiences
* actions that you have taken or plan to take

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7SSMM509 SYLLABUS AND READINGS

Recommended textbook: *Sustainable Marketing,* Barry Emery, ISBN-10: 0273723286 • ISBN-13: 9780273723288©2012 • Pearson (eTextbook: £31.00 Printed: £51.99 <http://www.coursesmart.co.uk/IR/6509296/9781447915461?__hdv=6.8>)

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| Week | Lecture | Class discussion |
| 1 | UNESCO’s view on sustainability   * Pressing issues in sustainability * UN Sustainable Development goals   Coming to meet us: King’s Sustainability Team Josh Pullen and Nicola Hogan; KBS professional services Erk Gunce | Letter from the future  Exploring the connections between many of the major social, economic and environmental problems facing people in the world today  Which of the UN Sustainable Development Goals (SDGs) are relevant to KBS core activities? |
| 2 | Sustainable development and sustainable marketing  *Reading: Chapter 1*   * A dilemma perspective | Global Environmental Outlook <https://www.unenvironment.org/resources/global-environment-outlook-6>  COP25 – What have leaders agreed to do?  KBS roadmap to sustainability: vision and mission |

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| 3 | The consumption society  *Reading: Chapter 2*   * Stakeholder theory and the notion of responsibility * Ecological footprint | How Bad Are Bananas?: The carbon footprint of everything(2010)by Mike Berners-Lee  What does offsetting mean?  Documentary by Leonardo Di Caprio: Before the flood  How useful are the following media for communicating KBS sustainability?  - website  - blog  - Facebook  -Twitter  -Yammer  -Instagram  -YouTube |
| 4 | Ethical consumption  *Reading: Chapter 3*   * Consumer attitudes and behaviour * Commitment and conviction | Dilemma 1 and Dilemma 2 : Is there a sustainability crunch?  Case study: The Elusive Green Consumer  Johannes Habel, Laura Marie Schons, Sascha Alavi, and Jan Wieseke (2016) Warm Glow or Extra Charge? The Ambivalent Effect of Corporate Social Responsibility Activities on Customers’ Perceived Price Fairness. *Journal of Marketing*: January 2016, Vol. 80, No. 1, pp. 84-105.  BBC programme: Hugh’s War on Waste: Episode 1  How would you increase KBS engagement in sustainability? |
| 5 | Supply chain  *Reading: Chapter 7*   * Sourcing and production * The triple bottom line * Fairtrade | Case study: upcycling ocean plastics  Analyze using a supply chain perspective. The Story of Stuff: How Our Obsession with Stuff is Trashing the Planet, Our Communities, and Our Health - and a Vision for Change (2010) by Annie Leonard  Prosperity without Growth: Economics for a Finite Planet (2011)  by [Tim Jackson](http://www.amazon.co.uk/Tim-Jackson/e/B004KUP7UE/ref=dp_byline_cont_book_1)  Philip Kotler (2011) Reinventing Marketing to Manage the Environmental Imperative. *Journal of Marketing*: July 2011, Vol. 75, No. 4, pp. 132-135. |
| 6 | Reading week | |

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| 7 | Packaging and recycling  *Reading: Chapter 4*   * The Earth Charter * Green consumer segments | BBC programme: Hugh’s War on Waste, Episode 3: The Battle Continues  Case study: e-Waste recycling  Nike Reuse a Shoe programme  How would you discourage single use plastic water bottles in KBS? |
| 8 | Product development  *Reading: Chapter 6* | Case Study: edible cutlery  Cradle to Cradle. Remaking the Way We Make Things (2009)  by [Michael Braungart](http://www.amazon.co.uk/Michael-Braungart/e/B0039X2JVI/ref=dp_byline_cont_book_1)  (Author), [William McDonough](http://www.amazon.co.uk/William-McDonough/e/B001KIKWHM/ref=dp_byline_cont_book_2)  Mitchell C. Olsen, Rebecca J. Slotegraaf, and Sandeep R. Chandukala (2014) Green Claims and Message Frames: How Green New Products Change Brand Attitude. *Journal of Marketing*: September 2014, Vol. 78, No. 5, pp. 119-137.  Andrew D. Gershoff and Judy K. Frels (2015) What Makes It Green? The Role of Centrality of Green Attributes in Evaluations of the Greenness of Products. *Journal of Marketing*: January 2015, Vol. 79, No. 1, pp. 97-110. |
| 8 | FutureBuild @ Excel London 3-5 March, 2020. Register on-line for free <https://www.futurebuild.co.uk/> How to get there: DLR Excel station tfl.gov.uk | |
| 9 | No class: attend FutureBuild |  |
| 10 | Social marketing  *Reading: Chapter 5*   * Changing attitudes and behaviors * Awareness, Motivation, Capability perspective   Attention-based perspective | *“Getting it right and wrong at the same time” case study (p.238)*  Uma R. Karmarkar and Bryan Bollinger (2015) BYOB: How Bringing Your Own Shopping Bags Leads to Treating Yourself and the Environment. Journal of Marketing: July 2015, Vol. 79, No. 4, pp. 1-15.  Griskevicius, V.; Tybur, J. M.; Van den Bergh, B. (2010) Going green to be seen: Status, reputation, and conspicuous conservation.*Journal of Personality and Social Psychology*, Vol 98(3), 392-404.<http://dx.doi.org/10.1037/a0017346> |
| 11 | Communicating and implementing sustainability  International perspective  *Readings: Chapters 8 and 9* | * Module review |