

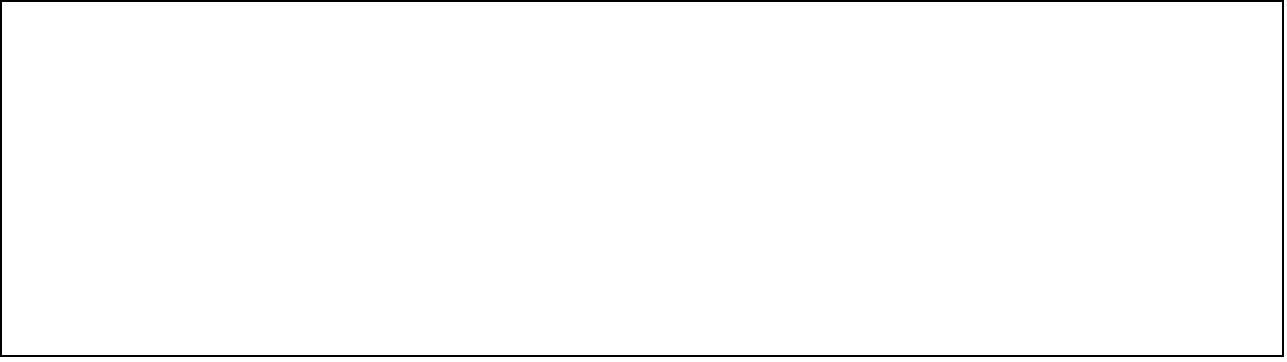
**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
MARKETING DEPARTMENT
COURSE SYLLABUS FORM**

MAR 307 Sustainable Marketing							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Sustainable Marketing	MAR 307	5	2	0	0	2	7,5

Language of Instruction	English
Course Status	Compulsory
Course Level	Undergraduate
Learning and Teaching Techniques of the Course	Lecture, Discussion, Question Answer, Presentations

Course Objective
<p>To succeed with the green transition, society and enterprises must relate to new demands and be capable of seizing new opportunities as a result of this change. Therefore, competence in sustainability is a sought-after and necessary competence in current and future working life. This course addresses sustainability in a marketing perspective, and key topics are sustainable business models and triple bottom lines, customer knowledge and market insight leading to sustainable marketing, reputation and brand building, sustainable innovation, product development and pricing strategies, as well as sustainable use of the market mix. The course also addresses legal and ethical issues that are relevant to sustainable marketing. Overall, the course provides students with a basic introduction to concepts, principles and practices within sustainable marketing.</p>

Learning Outcomes
<p>The students who participate in this course will be able:</p> <ul style="list-style-type: none"> • define key concepts related to sustainable marketing • describe how and why issues regarding sustainability have changed both business models and marketing activities • participate in the development and implementation of market research for increased customer insight and the development of sustainable products and services • develop communication and promotional activities focusing on sustainability • discuss the design of distribution and value chains based on sustainability • can contribute to making sustainable a key factor in the development of a brand.



Weekly Topics and Related Preparation Studies	
<i>*The course schedule may be revised at any time during the semester. Be sure to check announcements and your e-mails on a regular basis.</i>	
Weeks	Topics
1	Sustainability Concept and Historical Development
2	Marketing and Society: The Role of Business in Creating and Solving Social Problems
3	Marketing and Environment: The Role of Business in Creating and Solving Environmental Problems
4	Sustainability Challenges, Threats and Opportunities
5	Building a Sustainable Business: Principles of a Sustainable Strategy
6	Interests and Roles of Different Stakeholders in Reaching Sustainability Goals
7	Midterm Week
8	Marketing Practices and Business Examples that Incorporate Sustainability Principles
9	Marketing Practices and Business Examples that Incorporate Sustainability Principles; Application
10	Sustainability and Marketing Strategy: Implementation, Control and Reporting
11	Emerging Trends and Future Prospects Related to Sustainable Marketing and Consumption; Sustainable Entrepreneurship
12	Documentary and Discussion
13	Case Discussions
14	Case Discussions II
15	Final Review

Textbook(s)/References/Materials:

Sustainable Marketing (2011), D. Martin and J. Schouten, Prentice Hall, ISBN: 978-1-292-04089-9 (IEU)
 The Sustainability Revolution: Portrait of a Paradigm Shift (2009), A. R. Edwards, New Society Publishers, ISBN: 978-0-86571-531-8. (IEU)
 Cradle to Cradle: Remaking the Way We Make Things (2002), M. Braungart and W. McDonough, North Point Press, ISBN: 978-0-86547-587-8 (IEU)
 Sustainable Value: How the World's Leading Companies Are Doing Well by Doing Good (2008), C. Laszlo, Stanford Business Books, ISBN: 978-0-8047-5963-2 (IEU)

Assessment		
Studies	Number	Contribution margin (%)
Continuity		
Lab		
Application		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		
Projects & Presentations		
Report		
Seminar		
Participation	1	10
Midterm Exams / Midterm Jury	2	40
General Exam / Final Jury	1	50
	Total	100
Success Grade Contribution of Semester Studies		60
Success Grade Contribution of End of Term		40
	Total	100

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week: 14 x total course hours)	16	3	48
Case Study			
Application			
Course-Specific Internship			
Field Study			
Study Time Out of Class	16	5	80
Presentation / Seminar Preparation			
Projects			
Reports			
Assignment			
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	2	40	80
Preparation Period for the Final Exam / General Jury	1	20	20
	Total Workload	(228/25= 9,12)	228

Relationship Between Course Learning Outcomes and Program Competencies						
No	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	To understand the role of marketing within society and within an economic system.					X
LO2	To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.					X
LO3	To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.					X
LO4	To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.					X
LO5	To appreciate how a marketing perspective is important in your own personal and professional development.					X

Relationship Between Course Learning Outcomes and Program Competencies									
No	Program Competencies	Learning Outcomes						Total Effect (1-5)	
		LO 1	LO 2	LO 3	LO 4	LO 5			
1	Understanding the formal and informal processes associated with a business structure	X		X					2
2	Evaluate a business on the basis of all functional units.		X	X		X			3
3	To use analytical thinking effectively in the decisions taken for the problem-solving process								2
4	Having a vision of self-improvement and learning	X	X	X	X	X			5
5	To carry out all activities within this framework, equipped with ethics.								5
6	To analyze the cases encountered by doing research and studies individually and as a team within the organization.								
7	To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the relevant people in writing and orally	X	X	X	X	X			5
8	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions	X	X	X	X	X			5
9	To have the ability to interpret and analyze data, to identify problems and to suggest solutions by using the knowledge acquired in the field of marketing		X	X					3
10	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.	X	X	X	X	X			5
11	Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life.	X	X	X	X	X			5
12	To follow and correctly interpret the current trends developing within the framework of marketing	X	X	X	X	X			5

Total Effect			45
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Policies and Procedures

EXAMS: There will be 3 exams, two midterm exams and a final exam, worth 90 points in total, scheduled as noted on the course outline. The exam questions will be a combination of multiple choice and short essay. **There will be no make-up exams given unless you can provide a written doctor's excuse.** Any change in exam dates will be announced to the class well in advance.

CLASS PARTICIPATION AND ATTENDANCE: You will be asked to participate in classroom discussions of text material, as well as questions at the end of chapters and assigned exercises. Because of the amount of material we will be covering in the book and then applying to the real life projects, it is extremely important that you come to class prepared to participate and with the chapter read.

It is impossible to participate if you are not in class, so attendance is considered mandatory. Also, I will try to give class time for group work whenever possible, so it is important that you are present.

CLASSROOM DISCUSSIONS / EXERCISES: There are exercises and case discussions that I will be assigning throughout the term. You are expected to come to class with these exercises completed. Periodically I will collect these exercises for grading. There is no makeup if they are not completed at the time of collection or if you were not in class.

ACADEMIC AND PROFESSIONAL INTEGRITY: Just a final note to let you know that as a student at Ostim Tech University you have agreed to abide by the Honor Code. Consequences for cheating, plagiarism, breach of confidentiality, etc., range from failing the assignment involved to failing the class, depending on the situation.

