MKTG2002
Sustainable Marketing
Semester 1, 2015

Course Description
The concept of sustainability has moved to centre stage in recent years generating much public discussion and increased the focus on firm impacts and responsibilities and consumer choice processes. Increased awareness of the significant environmental degradation, decline of natural systems and resources along with community, national and global social inequalities has placed a focus on sustainable business practices.

For many it would seem that marketing has been perceived as part of the problem rather than the solution to social problems such as pollution, over consumption, the depletion of natural resource, unhealthy lifestyles, and human rights abuses. However markets provide a coordinating mechanism through which changes take place. Importantly marketing systems provide the crucial link between market participants including individuals, households, managers and firms.

This course evaluates the role of marketing and marketers by examining how firms create value, reduce risk and build sustainable thinking and processes into their marketing activities and strategies as they respond to opportunities and threats that arise from both social, economic and environmental change, and changing consumer’s attitudes and behaviour. Sustainable marketing requires a rethink of the assumptions that underlie traditional marketing practices and therefore presents a new paradigm through a holistic integrative approach that puts equal emphasis on environmental, social equity and economic / financial concerns in the development of marketing strategies and tactics.
<table>
<thead>
<tr>
<th>Semester and Year</th>
<th>Semester 1, 2015</th>
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</thead>
<tbody>
<tr>
<td>Mode of Delivery</td>
<td>Face to face</td>
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<tr>
<td>Prerequisites</td>
<td>To enrol in this course you must have completed 48 units in program</td>
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<tr>
<td>Incompatible Courses</td>
<td>Nil</td>
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<tr>
<td>Course Convener</td>
<td>Dr Gary Buttriss</td>
</tr>
<tr>
<td>Office Location:</td>
<td>Rm: 2.22 CBE 26c</td>
</tr>
<tr>
<td>Phone:</td>
<td>6125 6129</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:Gary.buttriss@anu.edu.au">Gary.buttriss@anu.edu.au</a></td>
</tr>
<tr>
<td>Consultation hours:</td>
<td>Consultation via - meetme.so/garybuttriss</td>
</tr>
<tr>
<td>Bio and research interests</td>
<td>I joined the ANU in 2006 after completing my doctorate at UNSW in Marketing. I have taught at The Australian National University, The University of New South Wales, Sydney University, and AGSM, in the areas of sustainability, marketing and management. Prior to becoming an academic I operated my own business in hospitality prior to becoming a consultant to business including acting as a mentor for social entrepreneurs with Social Ventures Australia. I currently consult to industry and research focusing how firms adapt to climate change; how this influences and is influenced by organizational identity; how firms migrate their brands to sustainability; communicate their sustainability strategies to stakeholders, among other things.</td>
</tr>
</tbody>
</table>
| Student Administrators | Research School of Management  
|                      | Room 1088  
|                      | Level 1, LF Crisp Building 26  
|                      | Mon. – Fri. 9am – 5pm |
COURSE OVERVIEW

Course Learning Outcomes
The course seeks to equip students with analytical skills relevant to solving issues relating to sustainable marketing. Upon completion of the course students would be expected to have attained proficiency in:

LO 1. the ability to identify and interpret the impact of social, economic and environmental change and the opportunities and threats these pose to individuals, the firm and society;

LO 2. to judge sustainable marketing activities and the marketing philosophies underlying sustainability;

LO 3. the skills and knowledge to incorporate sustainability processes and thinking into marketing tactics and strategies, including marketing planning and implementation.

LO 4. the ability to construct a persuasive argument for sustainability response mechanisms and

LO 5. Communicate your ideas to a range of stakeholders and broad audience.

Research-Led Teaching
Sustainability is a rapidly evolving concept. As such I include current thinking, practice and research in the area of sustainability.

I endeavour to incorporate examples of leading sustainability practice in business, including knowledge from my consulting to industry, case studies, industry papers, current news articles, blogs, as well as guest speakers working in the area and past students who have gone on to careers in sustainability.

I draw on research I am currently conducting independently, with my research students and with local and international colleagues. This includes research into sustainability implementation as a strategic competitive advantage; business adaptation to sustainability; and the path dependent nature of brands and consumption.

I am also a member of a number of business and environmental research communities and activists groups and draw on research from these areas and activities.

The course also seeks to give students the opportunity to undertake their own independent primary and secondary research. The aim is develop in students an analytical approach to understanding implementation of sustainability and how you can make a contribution as an individual consumer and in their future careers.

Continuous Improvement
We use feedback from students, professional bodies and staff to make regular improvements to the course. In response to this feedback from the above courses, design improvements from the previous version of the course include:

• Development of a menu systems for students to choose different assessment paths
• Marks are now awarded for workshop tasks and weighting of the weekly seminar questions reduced in part.
• New content; - an extra week is now devoted to exploring consumption and consumerism in response to student comments that the topic was interesting and not fully able to be addressed in 2 weeks. The topic of Sustainable Branding has been moved to the same week as pricing strategies.

• New Content; - an extra week is devoted to exploring misleading advertising, the depiction of women and minorities in advertising and advertising to children. This is in response to the lively discussions generated by these topics in 2013 when a smaller amount of time was allocated. A week devoted to social entrepreneurship is now covered in MGMT2001 – Corporate Sustainability.

• Such is the pace of change in sustainability strategies in business and markets the course undergoes revision and updating across all topics each year.

**Technology, Software, Equipment**
Students will require access to a laptop or tablet as well as ANU wireless network during class seminars. Seminar questions and workshop activities will be provided online through Wattle. Submission of your seminar questions and or workshop activities will also be via Turnitin through Wattle at the end of the class.

**Student Feedback**
All CBE courses are evaluated using Student Experience of Learning and Teaching (SELT) surveys, administered by Planning and Statistical Services at the ANU. These surveys are offered online, and students will be notified via email to their ANU address when surveys are available in each course. Feedback is used for course development so please take the time to respond thoughtfully. Course feedback is anonymous and provides the Colleges, University Education Committee and Academic Board with opportunities to recognise excellent teaching and to improve courses across the university. For more information on student surveys at ANU and reports on feedback provided on ANU courses, visit [http://unistats.anu.edu.au/surveys/selt/students/](http://unistats.anu.edu.au/surveys/selt/students/) and [http://unistats.anu.edu.au/surveys/selt/results/learning/](http://unistats.anu.edu.au/surveys/selt/results/learning/)


### COURSE SCHEDULE

Students should consult the course handbook provided in Wattle for details of each week’s readings and seminar questions.

#### Timetable

**Seminar Timetable**

Each seminar is in 2 sections, with a break in between.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date – WB</th>
<th>Topic</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Part I: Introduction &amp; Foundations</strong></td>
<td></td>
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</table>
| 1 | 16th Feb | **Administrative introduction to the course Reconciling Marketing & Sustainability?**  
- Defining marketing  
- Systems thinking & complexity  
- Managing in Uncertainty | | |
| 2 | 23rd Feb | **Stakeholders in Marketing & Shared Responsibility**  
- Stakeholders  
- Input-output analysis | | |
| **Consumption & Consumerism** | | | Seminar Preparation - Individual footprint |
| 3 | 2 March | **Consumption & Consumerism**  
- Consumption institutions  
**Project Briefing** | | |
| 4 | 9 March | **Consumer Identity & Socialisation**  
- Why we consume the way we do  
- Path-dependent nature of consumption | | |
| 5 | 16 March | **Consumer Behaviour**  
- The Consumption Process  
- Does sustainability matter to consumers? | Seminar Preparation Assignment Week 5 Or Seminar Preparation Assignment Week 6 |
| 6 | 23 March | **Consumer Value & New Models of Consumption**  
- Providing Value | | |
| **Sustainable Marketing Management** | | | Seminar Preparation Assignment Week 7 or Week 9 |
| 7 | 30 March | **Sustainable Product & Service Design & Innovation**  
- Product stewardship  
- Products V services  
- Planned obsolescence | | |

**Mid-Semester Break**  
6th April – 17th April
### Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Assignments</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>8</td>
<td>20 April</td>
<td><strong>Sustainable Marketing Communications III – Ethics, Equity and Gender Issues in Marketing</strong>&lt;br&gt; - Gender issues in Advertising&lt;br&gt; - Ethical issues in communications&lt;br&gt; - Advertising to children&lt;br&gt; <strong>Guest Speaker</strong>&lt;br&gt; - Melinda Tankard Reist</td>
<td>Or Seminar Preparation Assignment Week 9</td>
<td></td>
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<tr>
<td>9</td>
<td>27th April</td>
<td><strong>Sustainability in Pricing Strategies &amp; Sustainable Branding</strong>&lt;br&gt; - Real product costs&lt;br&gt; - Life-cycle costing&lt;br&gt; - Pricing design-for-environment strategies</td>
<td></td>
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<tr>
<td>10</td>
<td>4th May</td>
<td><strong>Sustainability in the Value Chain – Channels</strong>&lt;br&gt; - Information flows&lt;br&gt; - Cradle-to-grave&lt;br&gt; - Cradle-to-cradle&lt;br&gt; - Reversing flows</td>
<td>Seminar Preparation Assignment Week 10&lt;br&gt; Or Seminar Preparation Assignment Week 11&lt;br&gt; <strong>Individual Project due:</strong></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>11th May</td>
<td><strong>Sustainable Marketing Communications I</strong>&lt;br&gt; - Principles of P &amp; C&lt;br&gt; - Communicating sustainability&lt;br&gt; - Sustainable packaging, labelling &amp; certification&lt;br&gt; - Sustainability reporting</td>
<td></td>
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<tr>
<td>12</td>
<td>18th May</td>
<td><strong>Sustainable Marketing Communications II</strong>&lt;br&gt; - Greenwashing&lt;br&gt; Missleading and deceptive advertising&lt;br&gt; Career Ideas in Sustainability</td>
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<tr>
<td>13</td>
<td>25th May</td>
<td><strong>No formal class</strong>&lt;br&gt; There will be no class this week. The class quiz will be conducted on-line during the class time</td>
<td><strong>Short Quiz</strong>&lt;br&gt; <em>In-class</em>&lt;br&gt; 30%</td>
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**COURSE ASSESSMENT**

**Assessment menu 1**<br> Choosing this menu means the maximum score you will get for the course will be capped at 59 (pass). It only tests basic understanding and demonstration of the learning outcomes. If you are aiming for a higher mark, choose from either of the following two menus:

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Value</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Seminar Assignments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Individual Footprint Assignment 1</td>
<td>5%</td>
<td>See Course Schedule</td>
</tr>
<tr>
<td>Weekly seminar preparation assignment 2</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Weekly seminar preparation assignment 3</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Weekly seminar preparation assignment 4</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>4. Short Quiz</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Week 12 – Short Quiz</td>
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</tbody>
</table>
Assessment menu 2
Choosing this menu means the maximum score you will get for the course will be capped at 69 (which is a credit). You will not get a distinction or high distinction. If you are aiming for D or HD, you need to choose menu 3.

<table>
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<tbody>
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<td></td>
<td></td>
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<tr>
<td>Individual Footprint Assignment 1</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Weekly seminar preparation assignment 2</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Weekly seminar preparation assignment 3</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Weekly seminar preparation assignment 4</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>2. Workshop Exercises</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>4. Short Quiz</td>
<td>30%</td>
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Assessment menu 3
If you are aiming for a distinction and high distinction in this course, you will need to choose this assessment menu. It is designed to test deeper understanding, as well as higher levels of achievement of the learning outcomes.
It is important to remember that completing this menu is NOT a guarantee you will get a D or HD. It gives you a shot at it. Whether you achieve your desired grade, or a lower one, depends on the level of understanding and learning you demonstrate in the assessment.

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<td>2. Workshop Exercises</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>3. Independent Project</td>
<td>30%</td>
<td>&quot;</td>
</tr>
<tr>
<td>4. Short Quiz</td>
<td>30%</td>
<td>&quot;</td>
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1. Seminar Assignments – 4 x 5% - 20% total
The assessment is tightly integrated as a three step process:

1. You read the assigned articles and case study/studies each week and prepare written responses to the set questions; you submit four of these for marking using the discussion template / rubric provided on Wattle;
2. You come to class each week and take part in the general discussion of the questions and add to your assignment with in-class learning which is taken into consideration in the grading; and
3. To maximise the learning outcomes from this course, each student should prepare all seminar preparation questions and assignments, however only four (4) are submitted for grading.
4. About 200 words per question, usually 3 or 4 questions per assignment. The suggested length should allow you to cover all material, but there is no word limit. All information needed to answer the questions is in the set readings and case studies. You will also make notes on your assignment; see 'in-class learning's' (below).

5. It is not expected or necessary for you to read outside the set readings, and assignments can and have received an HD without doing so. Your time will, I believe, be best spent in focused study of the set materials.

6. **In-class Learning** - You cannot develop skills in analysis by simply reading or listening to one person’s viewpoint, so the seminars are based on student interaction and class discussion. It is essential that you read and think about the assigned material before class, and that you both listen to others and make your own contributions during seminar discussions. The in-class learning demonstrates that you have continued to learn during the class, and are actively thinking about the relationship between your preparation and the class discussion. To demonstrate your in-class learning, you will make ADDITIONAL notes in class on your question template, pointing out errors that you have made or noting important or interesting points that you have missed.

7. **The Seminar preparation submission process**
   - Students must participate in the class to submit the seminar questions.
   - As the answers are discussed in the seminar, **late assignments will not be or substitutions accepted**.
   - Before the beginning of the class students submit each prepared question to the BEFORE CLASS link on Wattle
   - **ALL QUESTIONS ARE TO BE PREPARED**
   - At the end of the class you submit to the AFTER Class link on Wattle. Turnitin will in part make comparisons with you before class submission.
   - Students will receive a ‘raw mark’ for each seminar question. These raw marks will be averaged and then converted into a grade at the end of the semester. Details will be provided in week 1 introduction to the course (the complicated process is as a result of moving to Turnitin submissions of assignments)
   - Submitting a student’s name on a workshop submission who is not present for the workshop is considered academic misconduct.
   - The feedback on your submission will focus on process issues to help you to continually improve your work, rather than simply to correct factual errors in a particular question. A more detailed discussion of the appropriate content of questions will be provided on Wattle.

2. **Workshop Exercises – 20%**
   Approximately 1 hour of each weekly seminar will be devoted to activities where we will apply the concepts covered in the weekly topic. Students will work in small groups to answer set questions. These exercises are designed to further develop you learning of the topic. At the end of the workshop students will upload their response to Wattle, as a result students must participate in the workshop to be able to submit the assessment. No extensions or substitutions for missed weeks is possible.

   Your final mark for this assessment will be your average score out of 20. If you do not participate in the workshop you will record a 0 –zero for that weeks workshop. The exercises
will receive a raw score out of 20. The lowest score will be deleted (1 only); the workshop raw scores will be averaged over the course and converted into a final grade.

3. Individual Research Project - 30%
A detailed assignment brief will be provided in week 3 and posted to Wattle. Each student has the option to undertake an individual research project. Students may choose a question from a set of questions provided OR student may have a particular topic or project related to the course they wish to explore in greater depth. In this case the student must make an appointment with the course convenor before the end of week 6 to discuss and set the individual project topic.

Word limit 2,500 - 3,000 words.

Assignment Submission
Online Submission: All assignments are submitted using the course Wattle site. Assignments submitted through Wattle no longer require cover sheets. Please keep a copy of the assignment for your records.
The ANU is using Turnitin to enhance student citation and referencing techniques, and to assess assignment submissions as a component of the University’s approach to managing Academic Integrity. For additional information regarding Turnitin please visit ANU Online.

Late Submission of Individual Research Project and Extensions
If an assignment is submitted after the due date and time it will not be marked unless an application for Special Consideration is approved. An application for Special Consideration must:
- where relevant include a medical report completed by a medical practitioner (an ordinary “medical certificate” is not sufficient);
- include a copy of as much of the assignment as has been completed by the due time and date; and
- be submitted as soon as practicable, preferably before or on the due date.

In general, a successful application for Special Consideration will result in the marking of the work completed at the due date with some upward adjustment of the mark, rather than an extension of time. However, in extenuating circumstances, supported by appropriate documentation, an extension may be granted.

Note that the teaching staff for this course do not make decisions regarding Special Considerations.

Extensions and Penalties

Where an assignment is submitted after the due date, students are penalised by five per cent of the possible marks available for the assessment task per working day or part thereof.

Special consideration for assessments

Students who are unable to submit their assignment by the due date may be eligible for an extension if supported by an application for Special Consideration.

Information on special assessment consideration can be found at: http://www.anu.edu.au/students/program-administration/assessments-exams/special-assessment-consideration.
Special Consideration applications must be completed before the due date of the affected assessment, or no later than three working days after the due date of the affected assessment.

The application must include all supporting documentation and include a copy of as much of the assignment as has been completed by the due time and date.

Special consideration applications are only submitted online at special.consideration@anu.edu.au. You will be notified by the RSM office if an extension has been approved.

Returning Assignments
Ass all assessment for this course is digital through Turnitin students will receive their assessment and comments via Turnitin

Resubmission of Assignments
Resubmissions are not permitted

Identify your Assignment with your Student Number only

When submitting your assignment please ensure that it contains your student number in the file name and on the first page. Please do not put your name anywhere in your assignment.

Use of Assignments as exemplars and grade moderation
An important resource for enhancing educational quality is a stock of student work which can be de-identified and used as exemplars for future students in ANU courses, and for grade moderation exercises for teaching staff. If you do not wish your assignment to be used for such purposes please include a note to that effect on the front page of the assignment.

Examinations
4. In-class Quiz - 30%
There is no external exam for this subject. Instead there will be a short final in-class quiz in week 12 (15%). This will entail applying the learning that has taken place to-date in the course. Further details will be provided in-class.

Scaling
Your final mark for the course will be based on the raw marks allocated for each assignment or examination. However, your final mark may not be the same number as produced by that formula, as raw marks may be converted into a final grade. Any alteration applied will preserve the rank order of raw marks.

Finalisation of Marks and Grades
After marking is concluded the lecturer will submit a report to the Committee of Examiners for the course recommending final marks and letter grades for each student. The Committee comprises, at a minimum, the Director of the Research School of Management, the lecturer, and at least one second examiner. The lecturer's recommendations are based on the points accumulated by each student and judgments about individual student performance, guided by the ANU Policy on Coursework Assessment:

Referencing Requirements
Referencing is not required for weekly seminar questions, workshop exercises or for the final quiz. Details of the presentation guide including referencing for the individual research project will be distributed in week 3.

READING LISTS

No textbook is required for this course. All readings will be provided through Wattle. A course book (a pdf doc) sets out the weekly readings, questions and other resources for the course.

COMMUNICATION

Students may email me directly or via Wattle. There is no set consultation time. Instead students make appointments with me via the meetme link provided in my name block on wattle (this will tell you when I am available each week.).

Email
If necessary, the lecturers and admin for this course will contact students on their official ANU student email address. Information about your enrolment and fees from the Registrar and Student Services’ office will also be sent to this email address.

Announcements
Students are expected to check the Wattle site for announcements about this course, e.g. changes to timetables or notifications of cancellations. Notifications of emergency cancellations of lectures or workshops will be posted on the door of the relevant room.

Course URLs
More information about this course may be found on:
- ANU College of Business and Economics website (http://cbe.anu.edu/courses) and
- Wattle (https://wattle.anu.edu.au), the University’s online learning environment. Log on to Wattle using your student number and your ISIS password.

POLICIES

ANU has educational policies, procedures and guidelines, which are designed to ensure that staff and students are aware of the University’s academic standards, and implement them. You can find the University’s education policies and an explanatory glossary at: https://policies.anu.edu.au/ppl/index.htm .

Policy information on examinations and assessments can be found on the College of Business and Economics website at: http://cbe.anu.edu.au/students/student-information/examinations-assessment/

Students are expected to have read the Code of Practice for Student Academic Integrity before the commencement of their course.

Key policies include:
- Student Assessment (Coursework)
- Student Surveys and Evaluations
- Assessment of Student Learning