



LUND
UNIVERSITY

School of Economics and Management

**BUSP35, Business Administration: Sustainability and
Marketing Ethics, 7.5 credits**
*Företagsekonomi: Hållbarhet och marknadsföringsetik, 7,5
högskolepoäng*
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2019-04-01 and was last revised on 2023-04-18 by Academic Director of Studies at Department of Business Administration. The revised syllabus applies from 2023-04-18, autumn semester 2023.

General Information

This course will introduce students to the field of sustainability and ethics in international markets. The course focuses on central theories and practices in this field, how these theories can be and are applied in international market practices.

Language of instruction: English

Main field of studies

Business Administration

Depth of study relative to the degree requirements

A1N, Second cycle, has only first-cycle course/s as entry requirements

Learning outcomes

A passing grade on the course will be awarded to students who are able to:

Knowledge and understanding

- Identify problems of sustainability and marketing ethics, and suggest how they might be resolved or dealt with.

Competence and skills

- Evaluate the social responsibilities of and between business organisations, as well as the relationships with internal and external stakeholders.

- Demonstrate an ability to analyse, interpret, and debate problems of sustainability and marketing ethics as well as to develop, present, and defend potential suggestions for how to handle the identified problems.

Judgement and approach

- Critically consider benefits and problems associated with managing sustainability and marketing ethics.

Course content

This course will critically analyse and interpret at an advanced level:

- The role and consequences of the relationship between marketing, society, and the ecological environment.
- Sustainability and marketing theory with its advanced theory and practice.
- A global context and what this means to sustainability and marketing ethics.
- Stakeholder groups and their interests as well as relationships in relation to markets.
- Evaluation, decision-making, and management of sustainability and marketing ethics.
- Marketing strategies for sustainability and marketing ethics.
- Marketing communication of sustainability and marketing ethics.

Course design

The course consists of a combination of lectures, seminars, individual self-studies, and group work. Course assessment will be continuous, carried out through different activities throughout the course.

Workload in the course is 200 hours, equivalent to 7,5 ECTS

Assessment

Course assessment will be continuous, carried out through different activities throughout the course. Assessment tasks are weighted in relation to its importance in the overall assessment of the course. The student's results from the different assessments are added up to a total course score translated into a final grade for the course.

The different assessments:

- Participation in defined course activities, 1,5 hp (grading scale fail or pass)
- Individual examination, 3,0 hp (grading scale fail or pass)
- Group examination, 3,0 (grading scale fail or pass)

After completion of the course, students will receive grades on a scale related to the intended learning outcomes of the course. Passing grades are A, B, C, D and E. Failing grades are F. A grade F can be completed for a passing grade.

There will be possibilities for re-takes regarding the individual exam as well as supplementary assignments for those not having the possibility to attend mandatory attendance when so is required.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with

a form of examination equivalent to that of a student without a disability.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, E, D, C, B, A.

Grade (Definition) Points or % out of maximum points. Characteristic.

A (Excellent) 85-100. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

B (Very good) 75-84. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

C (Good) 65-74. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

D (Satisfactory) 55-64. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

E (Sufficient) 50-54. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

F (U) (Fail) 0-49. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

Some occasional examination elements of the course may have the grading scale pass (D) / fail U(F).

Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.

Entry requirements

Subcourses in BUSP35, Business Administration: Sustainability and Marketing Ethics

Applies from H23

- 2301 Participation in defined course activity, 1,5 hp
Grading scale: Fail, Pass
- 2302 Individual examination, 3,0 hp
Grading scale: Fail, Pass
- 2303 Group examination, 3,0 hp
Grading scale: Fail, Pass

Applies from H22

- 2201 Seminar activity, 1,5 hp
Grading scale: Fail, Pass
- 2202 Individual exam, 3,0 hp
Grading scale: Fail, Pass
- 2203 Group paper, 3,0 hp
Grading scale: Fail, Pass