



School of Economics and Management

BUSO35, Business Administration: Sustainability and Marketing Ethics, 5 credits

Företagsekonomi: Hållbarhet och marknadsföringsetik, 5 högskolepoäng

Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2017-05-22 to be valid from 2017-08-28, autumn semester 2017.

General Information

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

The course BUSO35 is an elective course in Business Administration at the advanced level at the Master's Program in International Marketing and Brand Management

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

Knowledge and understanding

- Acquire a broad, updated and critical understanding of key frameworks and concepts addressing sustainability and marketing ethics issues.
- Demonstrate a familiarity with factors influencing (un)sustainable marketing practices and consumption patterns.
- Understand and critically approach strategic marketing solutions for organizations wishing to address sustainability challenges on micro- and macro-levels.

Competence and skills

- Review and critically evaluate sustainable marketing and ethics concepts, theories and tools.
- Show the ability to apply ethical theories to the analysis of sustainable marketing problems, situations or cases.
- Propose solutions to sustainability challenges and influence organizational marketing efforts toward sustainability.

Judgement and approach

- Locate, review and evaluate appropriate academic and practitioner resources for analyzing and providing solutions to sustainability and marketing ethics issues.

Course content

For organizations and companies today, ethical behavior and environmental sustainability is becoming increasingly important due to the challenges facing humankind on planet Earth. Increases in population, affluence and energy consumption are putting strains on the life supporting eco-systems. Together with these challenges, developing phenomena such as globalization in supply and demand, new marketing methods, circular and sharing economy business models form a changing environment for businesses today that need attention.

The course aims to increase knowledge, problematize and provide theoretical as well as practical tools for critically analyzing sustainability and marketing ethics issues. At the center of the course are key issues such as planetary boundaries, sustainable consumption, corporate social responsibility (CSR), consumer attitudes and behaviors, and ethics of marketing and communication methods. Although the course pays special attention to two of the most important stakeholders in society, the company and the consumer, a wider scope is also used in order to understand drivers and barriers to a transformation to a more sustainable society.

The course has three main parts. The first part introduces and problematizes environmental, social and economic sustainability issues especially related to marketing and consumption using models such as the Planetary Boundaries Framework and the IPAT-equation. The second part comprises an analytical framework based on traditional and contemporary ethical theories and moral foundations for human behavior. Building on the two previous parts, the third part introduces and critically examines possible solutions ranging from a micro-consumer-firm to a macro-marketing-stakeholder perspective.

Course design

The learning activities include lectures, in-class discussions and break-outs, seminars, solving a sustainability marketing problem in groups and a short written exam on key concepts. The role of lectures is mainly to introduce key issues and theoretical frameworks and guide students to further reading and literature as well as online resources. The students are expected to take an active part in their learning process and to put in a high level of engagement throughout the course.

Assessment

The grading consists of (a) a written exam and (b) an oral group presentation, a report, and evaluation of another group's work. At least a passing grade is required on both examinations in order to pass the course. Students failing the written exam will be given one chance for a re-take. Failing the re-take implies a failure to complete the course. Students who fail to present and/or hand in the group assignment will be given a chance to hand in one revised version. Failing on the revised version implies a failure to complete the course.

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.

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

Students admitted to a Master Programme where this course is either a compulsory or elective part, are qualified for the course. For other students, at least 60 UCP or ECTS-cr in Business Administration is required. These must include a course in basic Business Administration (e.g. FEKA90 Business Administration: Introductory course in Business

Administration).

Further information

The course BUSO35 is an elective course in Business Administration at the advanced level at the Master's Program in International Marketing and Brand Management.

In case of closure of the course: Within three semesters after the course closure there will be offered three additional occasions for examination of respective examination part of the course, for students with no successful result. Note that after this you can get a certificate only regarding completed examination parts.

Subcourses in BUSO35, Business Administration: Sustainability and Marketing Ethics

Applies from H17

- 1701 Individually Written Exam, 3,0 hp
Grading scale: Fail, E, D, C, B, A
- 1702 Group Assignment, 2,0 hp
Grading scale: Fail, E, D, C, B, A