



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 2022-04-28 by Academic Director of Studies at Department of Business Administration. The revised syllabus applies from 2022-04-28, autumn semester 2022.

General Information

This course will introduce students to the discipline of sustainability and marketing ethics, its main theoretical concepts as well as managerial practice, with a focus on issue-based applications of ethical theories to marketing and sustainability.

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 learning activities in this course include lectures, seminar cases with in-class discussions, and, written assignments individually as well as in groups. The role of lectures is mainly to introduce key issues and theoretical frameworks and guide students to further reading and literature as well as on-line 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

Assessment in the course consists of group seminars, a written group paper, and an individual exam. Students need to pass all three assignment parts (seminars, group paper, and individual exam) in order to pass the course. All assignments will be summarised into a course grade from E to A.

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 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

Applies from H19

- 1901 Group seminar, 1,5 hp
Grading scale: Fail, Pass
- 1902 Short exam, 3,0 hp
Grading scale: Fail, Pass
- 1903 Case assignment, 3,0 hp
Grading scale: Fail, Pass