



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

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### **Details of approval**

The syllabus is an old version, approved by The Board of the Department of Business Administration on 2019-04-01 and was valid from 2019-04-08, autumn semester 2019.

### **General Information**

*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 BUSP35 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.
- Demonstrate knowledge of ethical theories in relation to marketing problems, situations or cases.
- Propose solutions to sustainability challenges and influence organizational marketing efforts toward increased 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**

There is no business or marketing on a dead planet. For humankind, for organizations and for companies, environmental sustainability and ethical behavior is thus becoming increasingly important. Challenges such as biodiversity loss and climate change require problem insight and new thinking for businesses as well as students. In addition, developments in globalization in supply and demand, circular and sharing economy business models, and, social media marketing methods, form new opportunities for sustainability oriented business and individuals.

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.

### **Course design**

The learning activities include lectures, in-class discussions and seminars, and, 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 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.

An important part of the course are live company cases. Students will in groups meet and work together with different companies and organizations dealing with sustainability and marketing challenges and develop solutions together with these companies. This offers an excellent opportunity to get insights into problems and how they can be handled currently and also develop problem solving skills that are required in today's and tomorrow's business world, locally, nationally and internationally.

### **Assessment**

The grading consists of (a) a short written exam, (b), a group seminar, and (c) an oral group presentation and related report. At least a passing grade is required on both examinations in order to pass the course. Students failing the short written exam will be given two chances for re-takes. Failing the re-takes implies a failure to complete the course. Students who fail to participate, present and/or hand in the seminar and/or group assignment on time will be given one more chance. Failing on the revised version/s 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.

**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 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