

## X32 STRATEGIC MARKETING AND COMMUNICATION FOR SUSTAINABILITY

### COURSE OUTLINE

#### 1. GENERAL

<b>SCHOOL</b>	ECONOMIC SCIENCES		
<b>DEPARTMENT</b>	ECONOMICS AND SUSTAINABLE DEVELOPMENT		
<b>LEVEL OF STUDY</b>	<i>Undergraduate</i>		
<b>COURSE UNIT CODE</b>	<b>X32</b>	<b>SEMESTER OF STUDY</b>	<b>3</b>
<b>COURSE TITLE</b>	STRATEGIC MARKETING AND COMMUNICATION FOR SUSTAINABILITY		
<b>COURSEWORK BREAKDOWN</b>		<b>TEACHING WEEKLY HOURS</b>	<b>ECTS Credits</b>
Lecture		<b>3</b>	<b>7.5</b>
<b>COURSE UNIT TYPE</b>	Scientific area		
<b>PREREQUISITES :</b>			
<b>LANGUAGE OF INSTRUCTION/EXAMS:</b>	English		
<b>COURSE DELIVERED TO ERASMUS STUDENTS</b>	YES in English		
<b>MODULE WEB PAGE (URL)</b>			

#### 2. LEARNING OUTCOMES

<b>Learning Outcomes</b>
<p>Course content includes a variety of theories and approaches in strategic marketing and communication for sustainability and aims at introducing students to the latest thinking and practice in strategic marketing and communications, with a particular twist on sustainability. During the course, students will have the opportunity to evaluate the key components of company marketing analysis and planning, creating and sustaining sustainable brands, consumer behaviour theories, strategic communication, stakeholder management.</p> <p>Upon successful completion of the course the student will be able to:</p> <ul style="list-style-type: none"> <li>- Critically appraise the role of marketing, marketing for sustainability and especially communications (including digital marketing ones) in sustaining organisational success in a variety of global business environments.</li> <li>- Identify and critically evaluate marketing information sources and interpret their impacts on strategic and operational marketing for strategic issues.</li> <li>- Critically assess, and choose selectively from, the toolkit of concepts and analytical frameworks in order to formulate marketing strategies and implementation plans with an emphasis on strategic communications, CSR and sustainability.</li> <li>- Develop creative and sustainable marketing and digital marketing for solutions to sustainability challenges.</li> <li>- Defend and justify proposals for marketing plans, which aim at further growth, transformation and performance of firms.</li> </ul>
<b>General Skills</b>
<ul style="list-style-type: none"> <li>• Search, analyze and synthesize data and information, using the necessary technologies</li> <li>• Adaptation to new situations</li> <li>• Decision making</li> <li>• Independent work</li> <li>• Teamwork</li> <li>• Exercising criticism and self-criticism</li> <li>• Promoting free, creative and inductive thinking</li> </ul>

- Communication skills in written and oral speech, using arguments in work, presentations and public discussions. Exercising criticism and self-criticism

### 3. COURSE CONTENTS

- Marketing for a Sustainable World
- Sustainability issues and actors
- Creating and sustaining sustainable brands
- How marketing communication works: behavioral foundations
- CSR and Responsible Management
- Strategic communication for sustainability
- Digital communication for sustainability
- Stakeholder management: collaborations and partnerships

### 4. TEACHING METHODS - ASSESSMENT

<b>MODE OF DELIVERY</b>	Lectures in the classroom	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b>	Dynamic powerpoint slides e-class support	
<b>TEACHING METHODS</b>	<b><i>Method description</i></b>	<b><i>Semester Workload</i></b>
	Lectures	39
	Assignments Focused on Applying Methodologies and Analyzing Case Studies in Small Student Groups	33
	Teamwork in a case study.	20
	Educational excursion / Small individual assignments	30
	Independent Study	65.5
	<b>Total Course</b>	<b>187.5</b>
<b>ASSESSMENT METHODS</b>	I. Final written examination (60%) including: <ul style="list-style-type: none"> <li>- Short answer questions</li> <li>- Essay Questions</li> <li>- Comparative evaluation of theory and frameworks.</li> <li>- Teamwork Presentation (40%)</li> </ul>	

### 5. RESOURCES

- *Recommended Article/Paper Resources:*

5. Juska, J. M. (2021). Integrated marketing communication: advertising and promotion in a digital world. Routledge.
6. Blakeman, R. (2018). Integrated marketing communication: creative strategy from idea to implementation. Rowman & Littlefield.
7. Belch, G. E., & Belch, M. A. (2004). Advertising and promotion: An integrated marketing communications perspective 12th. New York: McGraw-Hill.
8. Eagle, L., Czarnecka, B., Dahl, S., & Lloyd, J. (2020). Marketing communications. Routledge.