

Marketing Sustainably

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UKPSF: A1-A4; K1-K4

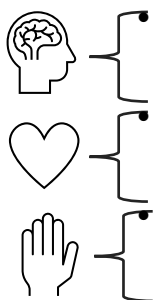
For Participatory Enquiry and Action Activities

- In this 10 credit undergraduate course, students evaluate how consumer brands can be profitable and sustainable. Students work in consultancy teams on live client projects for Fast Moving Consumer Goods (FMCG) brands in luxury, beverage, and fashion markets to analyse the marketplace challenges and produce creative recommendations on how to increase sustainability whilst balancing profitability.
- This course is delivered through blended learning with a combination of online active learning sessions, practitioner workshops, online activities and on campus small group tutorials. Students produce a group project for one client and compete to pitch their recommendations to the clients at a Dragons Den event.
- This course provides students with the opportunity to work on a real-life sustainability challenge for an external organisation by playing the role of a marketing consultant. It tasks students to analyse and overcome the main barriers of embedding sustainability goals across their business to envision sustainable opportunities.

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How the specific learning objectives were targeted

By the end of the module the students were able to:



- Analyse the levels of the marketing environment and their impact on decision-making for sustainable business practice
- Produce creative and persuasive marketing communications strategy and tactics that communicate brand sustainability
- Work effectively in groups to deliver a marketing project that responds to current sustainability trends in marketing practice

How the specific learning objectives were assessed

- A group report in which students were tasked to analyse brand propositions and produce recommendations how to enhance sustainability for their client brand.
- A formative verbal group presentation that communicates the main findings and recommendations of group report.
- An individual poster that tasks students to produce a set of creative recommendations to reposition the client's brand in response to changing consumer behaviours.

How the SDGs targeted were embedded



The learner understands how complex supply chains create barriers and opportunities to sustainable marketing practice.



The learner analyses the role businesses play in creating sustainable cities and communities.



The learner produces recommendations for responsible consumption and production informed by research and evidence.

How were the activities designed and delivered?

Participatory enquiry and action activities

Practitioner-led workshops that brief students on the client projects in preparation for the group report.

Small group tutorials

Students work in small group tutorials on tasks and present findings for the group project and receive formative feedback on their work from tutors.

Presentation skills

Students undertake an asynchronous week-long training course on presentation skills and receive formative feedback with presentation coaches.