

# Course syllabus

## 1. Core data

Course code	Credits	Semester
MARK020NAMB	0	2024/25/2
Course title in Hungarian		
Sustainable and Ethical Marketing		
Course title in English		
Sustainable and Ethical Marketing		
Course title in other language		
Course leader	Institute	
Ásványi Katalin	Institute of Marketing and Communication Sciences	
Language of instruction	Type of final assessment	
English	Signature	
Number of theoretical classes per week (full-time programmes)	Number of practical classes per week (full-time programmes)	
0	2	
Number of theoretical classes per semester (part-time programmes)	Number of practical classes per semester (part-time programmes)	
0	0	
Available for preferential study schedule		
Yes		

## 2. Main features

Course objectives
Sustainable behavior remains a challenge – both for companies and consumer practices. Where to place sustainability in the market – and what is the global and regional framework regulating it – define the actions of the future decision-makers that need to tackle issues such as environmental degradation, poverty and dilapidation of resources. The course discusses key marketing concepts and tools to enhance sustainability from the product-design for environment, greening the supply-chain and life-cycle impact assessment. Examples and cases of sustainable practices will be discussed. Students will work on a sustainable marketing plan – based on the ‘triple bottom line’ principle that emphasis environmental/Ecological (maintenance and renewal of natural capital), economic (valuing financial opportunity over profit) and social stewardship (equitable distribution of resources and community & human wellbeing).
Brief description of the course
This course delves into the key concepts and practices of sustainable and ethical marketing. It begins with an introduction to the principles of sustainable marketing, framing the concept both globally and locally, and exploring the challenges businesses face in adopting sustainable practices. The course highlights the business case for sustainable marketing and provides practical tools for implementing it, including the Sustainable Marketing Audit and the 4Ps framework tailored for sustainability (3Ps: People, Planet, Profit). Students will examine sustainable marketing practices and ethical strategies while addressing greenwashing and skepticism surrounding sustainability claims. In addition, the course covers sustainable consumer behavior, providing insights into the motivations and actions of ethically-minded consumers. The course concludes with group presentations, where students apply their knowledge to real-world sustainable marketing challenges.
Relationship with other courses of the programme

## 3. Learning outcomes

Skill	Knowledge	Attitude	Autonomy and Responsibility
Students will develop practical skills in conducting sustainable		Students will cultivate an attitude of responsibility and ethical consideration	Students will demonstrate the ability to independently assess and

marketing audits, designing and evaluating sustainable marketing campaigns, and applying sustainability principles to real-world business scenarios. They will be able to analyze the effectiveness of sustainability strategies, recognize greenwashing, and develop strategies to engage ethically-minded consumers.		in marketing, understanding the importance of environmental and social impact in business decisions. They will value long-term sustainability over short-term profit and adopt a mindset focused on ethical consumption and business practices. Open to design thinking in marketing decisions and considers problems as opportunities	implement sustainable marketing practices, critically evaluate corporate sustainability efforts, and propose improvements. They will be able to work autonomously on creating sustainable marketing strategies and reflecting on their personal responsibility in the marketing field. Takes responsibility for asserting one's own point of view in the professional work
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#### 4. Mandatory readings

Required literature	URL
Sustainable Marketing, Robert Dahlstrom and Jody Crosno 2022. Chicago Business Press, 3rd edition	
Fuxman, L., Mohr, I., Mahmoud, A. B., & Grigoriou, N. (2022). The new 3Ps of sustainability marketing: The case of fashion. <i>Sustainable Production and Consumption</i> , 31, 384-396.	
Kemper, J. A., & Ballantine, P. W. (2019). What do we mean by sustainability marketing?. <i>Journal of Marketing Management</i> , 35(3-4), 277-309.	
Sharma, A. P. (2021). Consumers' purchase behaviour and green marketing: A synthesis, review and agenda. <i>International Journal of Consumer Studies</i> , 45(6), 1217-1238.	
de Freitas Netto, S. V., Sobral, M. F. F., Ribeiro, A. R. B., & Soares, G. R. D. L. (2020). Concepts and forms of greenwashing: A systematic review. <i>Environmental Sciences Europe</i> , 32(1), 1-12.	