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| **CAG UNIVERSITY****FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES** |
| **Code** | **Course Name** | **Credit** | **ECTS** |
| **MAN 439**  | Marketing and Sustainability | 3 (3-0-3) | 6 |
| **Prerequisites** | **None** |
| **Language of Instruction** | English | **Mode of Delivery** | Online (Zoom) / Virtual World (Second Life) |
| **Type and Level of Course** | Elective / 4th Year / Fall Semester |
| **Lecturers** |  **Title/Name/Surname** | **Lecture Hours** |  **Office Hours** | **Contacts** |
| **Course Coordinator****Course Assistant** | Assoc. Prof. Dr. Murat GülmezRes. Asst. Gizem Koçak | Tuesday18:30-20:30 | Tuesday13:45 -16:00 | **mgulmez@cag.edu.tr****gizemari@cag.edu.tr** |
| **Course Objective** | The aim of this course is to provide students with an in-depth awareness of the concept of sustainability and to provide a comprehensive understanding of sustainability practices. Using experiential learning tools and digital platforms, students explore the strategies and efforts of businesses and other organizations for a sustainable world. They also learn how to put theoretical knowledge about sustainability into practice and gain the skills to effectively participate in sustainability-focused projects at global and local levels. |
| **Learning Outcomes of the Course** |  | Students who have completed the course successfully should be able | **Relationship** |
| **Prog. Out.** | **Net Effect** |
| **1** | Explain the conceptual framework of sustainability and its importance in terms of businesses and marketing strategies. | 1,2,4,5,7 | 5 |
| **2** | Analyze how businesses and organizations can develop strategies to contribute to a sustainable world. | 4,8 | 4 |
| **3** | Experience sustainability practices using 3D digital platforms and other innovative technologies. | 1,2,5 | 5 |
| **4** | Take an active role in international projects by collaborating with virtual teams in a global context. | 6 | 5 |
| **5** | Analyze the effects of technological developments on innovative sustainability practices in the business world and develop useful solutions in this direction. | 2,9 | 5 |
| **Course Description:** This course examines the concept of sustainability from an interdisciplinary perspective, examines the theoretical framework and conceptual approaches of sustainability, analyzes the dynamic relationship between sustainability and marketing, uses 3D digital platforms to evaluate and experience the sustainability practices of organizations, and addresses the functioning and management of virtual teamwork in international projects. The course aims to contribute to the evaluation of sustainability practices from a holistic perspective by students and to develop their critical thinking and analytical skills in the context of global economy and business strategies. |
| **Course Contents:(Weekly Lecture Plan)** |
| **Weeks** | **Topics** | **Preparation** | **Teaching Methods** |
| **1** | Introduction | Presentation |  Zoom |
| **2** | The Concept of Sustainable Development Goals | Presentation | Zoom |
| **3** | Climate Crisis, Global Warming and the United Nations | Presentation | Zoom |
| **4** | Sustainability and Marketing Theories I | Presentation | Zoom |
| **5** | Sustainability and Marketing Theories II | Presentation | Zoom |
| **6** | Introduction to the Project Topic and Formation of Student Groups | Presentation | Virtual World/Second Life |
| **7** | Basic Terms and Discussions Current issues related to VR- Virtual Worlds - Virtual World (Second Life) Introduction to Virtual Campus and VR Lab | Presentation | VR Lab |
| **8** | Terms and Discussion Virtual Campus- VR Lab. | Presentation | Second Life |
| **9** | Terms and Discussion Virtual Campus- VR Lab. | Presentation | Second Life /VR Lab |
| **10** | Terms and Discussion Virtual Campus- VR Lab. | Presentation | Second Life /VR Lab |
| **11** | Terms and Discussion Virtual Campus- VR Lab. | Presentation | Second Life /VR Lab |
| **12** | Teamwork | BETA TEA PROJECT | - | Second Life /VR Lab |
| **13** | Teamwork | BETA TEA PROJECT | - | Second Life /VR Lab |
| **14** | Teamwork | BETA TEA PROJECT | - | Second Life /VR Lab |
| **15** | Teamwork | BETA TEA PROJECT | - | Second Life /VR Lab |
| **16** | Project Presentations and Reports Preliminary Assessment | - | Second Life /VR Lab |
| **REFERENCES** |
| **Books****Related Articles** | **Sustainability Marketing: A Global Perspective, 2nd Edition,** [Frank-Martin Belz](https://www.wiley.com/en-hu/search?pq=%7Crelevance%7Cauthor%3AFrank-Martin+Belz), [Ken Peattie](https://www.wiley.com/en-hu/search?pq=%7Crelevance%7Cauthor%3AKen+Peattie), ISBN: 978-1-119-96619-7<https://www.kureselamaclar.org/> **The 2030 Agenda for Sustainable Development’s 17 Sustainable Development Goals (SDGs)**<https://sdgs.un.org/sites/default/files/2020-09/SDG%20Resource%20Document_Targets%20Overview.pdf>  |
| **Course Notes** | Instructor’s Notes on Online Education Portal Course Website : https://www.virtualworldscaguniversity.com/ |
| **Related Articles/Websites** | <https://www.seagoinggreen.org/blog><https://www.reutersevents.com/sustainability/how-marketing-and-sustainability-can-drive-customer-behaviour-change-5-top-tips><https://www.pinterest.pt/belembarbosa/sustainability-marketing/><https://www.thehouseofmarketing.be/blog/sustainability-an-important-marketing-responsibility> |
| **Recommended Reading List**  | You can find the recommended reading list at the end of this document. |
| **MEASUREMENT AND EVALUATION** |
| **Activities** | **Number** | **Contribution** | **Notes** |
| **Weekly Assignments** | 4 | 40% | (Each assignment is worth 10 points.) |
| **Final Group Project** | 1 | 60% |  |
|  **ECTS TABLE** |
| **Class Time** | 14 | 3 | 42 |
| **Outside Class Study** | 14 | 3 | 42 |
| **Homework** | 4 | 7 | 28 |
| **Final Project** | 1 | 50 | 50 |
| **Total****Total / 30****ECTS Credits** | **184** |
| **=184/30=6.13** |
| **6** |
| **PAST PERFORMANCES** |
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**Reading List**

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| **Articles** | **Description** |
| Jones, P., Clarke‐Hill, C., Comfort, D., & Hillier, D. (2008). Marketing and Sustainability. *Marketing Intelligence & Planning, 26*(2), 123-130. | Article can be found by searching on ‘Google Scholar’. |
| Baldassarre, F., & Campo, R. (2016). Sustainability as a Marketing Tool: To be or to Appear to be?. *Business Horizons*, *59*(4), 421-429.Borin, N., & Metcalf, L. (2010). Integrating Sustainability into the Marketing Curriculum: Learning Activities that Facilitate Sustainable Marketing Practices. *Journal of Marketing Education*, *32*(2), 140-154. Kemper, J. A., Hall, C. M., & Ballantine, P. W. (2019). Marketing and Sustainability: Business as Usual or Changing Worldviews?. *Sustainability, 11*(3), 1-17. | Article can be found by searching on ‘Google Scholar’. |
| [The **triple bottom line**: What is it and how does it work](http://web.mit.edu/afs.new/athena/course/2/2.813/www/readings/TripleBottomLine.pdf), TF Slaper, TJ Hall - Indiana business review, 2011 | http://web.mit.edu/afs.new/athena/course/2/2.813/www/readings/TripleBottomLine.pdf |
| Kumar, V., Rahman, Z., Kazmi, A. A., & Goyal, P. (2012). Evolution of Sustainability as Marketing Strategy: Beginning of New Era. *Procedia-Social and Behavioral Sciences*, *37*, 482-489. | Article can be found by searching on ‘Google Scholar’. |
| Nedumaran, G., & Manimegalai, K. (2018). Green Marketing and Sustainable Development–Challenges and Opportunities. *International Journal of Advanced Scientific Research & Development (IJASRD)*, *5*(3), 194-198 | Article can be found by searching on ‘Google Scholar’. |
| Defining Virtual Worlds and Virtual Environments By Ralph Schroeder, Oxford Internet Institute, University of Oxford. Journal of virtual world research , Vol. 1. No. 1 ISSN: 1941-8477 “Virtual Worlds Research: Past, Present & Future” July 2008 | https://jvwr-ojs-utexas-stage.tdl.org/jvwr/index.php/jvwr/article/view/294 |
| Second Life GuideGirvan, C. (2018). What is a Virtual World? Definition and Classification. *Educational Technology Research and Development*, *66*(5), 1087-1100. | Guide will be sent by instructors.Article can be found by searching on ‘Google Scholar’. |
| Saxena, R., & Khandelwal, P. K. Can Green Marketing be Used as a Tool for Sustainable Growth?: A Study Performed on Consumers in India-An Emerging Economy. *The International Journal of Environmental, Cultural, Economic & Social Sustainability, 6*(2), 275-291. | Article can be found by searching on ‘Google Scholar’. |
| Melović, B., Cirović, D., Backovic-Vulić, T., Dudić, B., & Gubinova, K. (2020). Attracting Green Consumers as a Basis for Creating Sustainable Marketing Strategy on the Organic Market—Relevance for Sustainable Agriculture Business Development. *Foods*, *9*(11), 1552. | Article can be found by searching on ‘Google Scholar’. |