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| ***ÇAĞ UNIVERSITY***  ***FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES*** | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Code** | | | | **Course Title** | | | | | | | | | | | | | **Credit** | | | | | **ECTS** | | | |
| **MAN 439** | | | | Marketing & Sustainability | | | | | | | | | | | | | 3 (3-0-3) | | | | | 6 | | | |
| **Prerequisites** | | | | | | | | **None** | | | | | | | | | | | | | | | | | |
| **Language of Instruction** | | | | | | | | English | | | **Mode of Delivery** | | | | | | | | Online (Zoom) / Virtual World | | | | | | |
| **Type and Level of Course** | | | | | | | | **Elective/4.Year/SPRING Semester EQF- Level 7** | | | | | | | | | | | | | | | | | |
| **Lecturers** | | | | | **Name(s)** | | | | | | | **LectureHours** | | | | | | **Office Hours** | | | | **Contacts** | | | |
| **Course Coordinators**  **Course Assistant** | | | | | Assis.Prof.Dr.Duygu Gür (DG)  Res. Asst. Gülay Güler | | | | | | | | Monday  13:25- 15:45 | | | | | Tuesday  13:30-15:30 | | | | **duygugur@cag.edu.tr**  [**gulayguler@cag.edu.tr**](mailto:gulayguler@cag.edu.tr) | | | |
| **Course Objective** | | | | | To create a comprehensive awareness of sustainability, a wide understanding and appreciation of sustainability practices. Learn about businesses and other organization’s efforts for a better sustainable world by applying experiential learning tools. | | | | | | | | | | | | | | | | | | | | |
| **Learning Outcomes of the Course** | |  | **Students who have completed the course successfully should be able to** | | | | | | | | | | | | | | | | | | **Relationship** | | | | |
| **Prog. Output** | | | **Net Effect** | |
| 1 | Define sustainability & sustainable development golas | | | | | | | | | | | | | | | | | | **3** | | | **4** | |
| 2 | Explain why sustainability is an important concept for marketing | | | | | | | | | | | | | | | | | | **3** | | | **4** | |
| 3 | Recognize how businesses and other organizations can contribute to a sustainable world and how they can integrate to sustainable marketing | | | | | | | | | | | | | | | | | | **3** | | | **4** | |
| 4 | Experience International virtual teamwork | | | | | | | | | | | | | | | | | | **1,6,9** | | | **5** | |
| **Course Description:** The course focuses on five main aspects: (i) the meaning of sustainability, triple bottom line framework and sustainable marketing and definitions of these concepts (ii) relationship between sustainability & marketing, (iii) preparing a marketing plan (iv) using a unique 3D digital platform to understand and experience sustainability applications by organizations (v) working as a virtual team in an international project. The main emphasis is on an integrated understanding of sustainability issues and how organizations and businesses act in this sense. | | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Contents:( WeeklyLecture Plan )** | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Weeks** | **Topics** | | | | | | | | | | | | | | **Carried out by** | | | | | **Teaching Methods** | | | | | |
| **1** | Introduction and Meeting  Overview of sustainability concepts and frameworks | | | | | | | | | | | | | | **DG** | | | | | Online Lectures (Zoom) | | | | | |
| **2** | Introduction to marketing principles and practices  Understanding the intersection of marketing and sustainability | | | | | | | | | | | | | | **DG** | | | | | Online Lectures (Zoom) | | | | | |
| **3** | Sustainable Marketing Strategies  \*Sustainable marketing concept and its evolution  \*Triple bottom line approach: People, Planet, Profit | | | | | | | | | | | | | | **DG** | | | | | Online Lectures (Zoom) | | | | | |
| **4** | Consumer Behavior and Sustainability and Sustainable Marketing | | | | | | | | | | | | | | **DG** | | | | | Online Lectures (Zoom) | | | | | |
| **5** | *Guest Speaker* | | | | | | | | | | | | | |  | | | | | Online Lectures (Zoom) | | | | | |
| **6** | Sustainable Marketing Communication  \*Integrated marketing communications (IMC) and sustainability | | | | | | | | | | | | | | **DG** | | | | | Online Lectures (Zoom) | | | | | |
| **7** | Social media and digital marketing for sustainability | | | | | | | | | | | | | |  | | | | |  | | | | | |
| **8** | Introduction to Virtual Worlds-  *Virtual session on Çağ University Virtual Campus*  Introduction of the Final Project Subject and Forming Student Groups  Sustainability tour in Cag | | | | | | | | | | | | | | By Avatars | | | | | In World | | | | | |
| **9** | Nonprofit Organizations in Virtual Worlds  & *Guest Speaker from Whole Brain Health Organization* | | | | | | | | | | | | | | Lissena | | | | | In World | | | | | |
| **10** | Nonprofit Organizations in Virtual Worlds  & *Guest Speaker from Etopia Island Organization* | | | | | | | | | | | | | | Namaara | | | | | In World | | | | | |
| **11** | VR Session at Cag on Sustainability | | | | | | | | | | | | | |  | | | | | Face to face | | | | | |
| **12** | Project Presentations and Report delivery | | | | | | | | | | | | | | By Avatars | | | | | In World & Zoom | | | | | |
| **REFERENCES** | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Textbook** | | | | | | 1. **Sustainable Marketing, Pearson New International Edition, 1st edition,** Diane MartinJohn Schouten, ISBN: 9781292054308 2. **Sustainable Marketing and Strategy, Printed Edition of the Special Issue Published in Sustainability**, Manuel Au-Yong-Oliveira and Maria José Sousa ISBN 978-3-0365-3960-7 (PDF) | | | | | | | | | | | | | | | | | | | |
| **Course Notes** | | | | | | Instructor’s notes on Online Education portal  Course Website : https://www.virtualworldscaguniversity.com/ | | | | | | | | | | | | | | | | | | | |
| **Relatedlinks** | | | | | | <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** | | | | | | See the reading list at the end of this document! | | | | | | | | | | | | | | | | | | | |
| **ASSESSMENT METHODS** | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Activities** | | | | | | | **Number** | | | **Effect** | | | | **Notes** | | | | | | | | | | | |
| **Portfolio for Assignment** | | | | | | | **1** | | | **20%** | | | |  | | | | | | | | | | | |
| **Midterm Exam** | | | | | | | **1** | | | **30%** | | | |  | | | | | | | | | | | |
| **Final Group Project (presentation & report)** | | | | | | | **1** | | | **50%** | | | |  | | | | | | | | | | | |
| **ECTS TABLE** | | | | | | |  | | |  | | | |  | | | | | | | | | | | |
| **Contents** | | | | | | | | | | | | | | | | | | | | | | | | | | **Number** | **Hours** | **Total** |
| **Hours in Classroom or Virtual Classroom** | | | | | | | | | **14** | | | | | | | **3** | | | | | | | **42** | | |
| **HoursoutClassroom** | | | | | | | | | **14** | | | | | | | **3** | | | | | | | **42** | | |
| **Assigment** | | | | | | | | | **1** | | | | | | | **12** | | | | | | | **12** | | |
| **Project** | | | | | | | | | **1** | | | | | | | **48** | | | | | | | **48** | | |
|  | | | | | | | | | **1** | | | | | | | **40** | | | | | | | **40** | | |
| **Total**  **Total / 30**  **ECTS Credit** | | | | | | | | | **184** | | | | | | |  | | | | | | |  | | |
| **Total**  **Total / 30**  **ECTS Credit** | | | | | | | | | | | | | | | | | | | | | | | **=184/30=6.13** | | |
| **6** | | |
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| |  |  | | --- | --- | |  |  | | **RECENT PERFORMANCE** |  | | | | | | | | | | | | | | | | | | | | | | | | | | |
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**The Assignments:**

Students will be responsible for attending, completing and delivering 2 assignments throughout the semester. These assignments are:

**Assignment 1:**

**Consumer Research Project:** Design and conduct a research project to explore consumer attitudes and behaviors related to sustainable products and brands. You can collect data through surveys, interviews, or focus groups, and analyze the findings to identify insights for marketers.

**Assignment 2:**

**Sustainability Audit & Marketing Campaign Analysis of Guest Companies (Beta Çay & Beta Transformatör):** Conduct a sustainability audit of a company or organization. This could involve analyzing its products, processes, and supply chain to identify areas for improvement in environmental, social, and economic sustainability. Analyze the marketing campaign of the guest companies from a sustainability perspective. Assess how effectively the company communicates its sustainability efforts to consumers and evaluate the impact of these efforts on brand perception and consumer behavior.

**The Final Project :**

The final project aims to enable students to translate their understanding of the importance and difference of sustainability in the physical and virtual worlds into practice. Within this scope, it is expected that students will explore how civil society organizations or commercial enterprises with only physical presence can contribute to sustainability using the metaverse world and create marketing strategies that firms can use in the metaverse world to contribute to sustainability. The final project will consist of presentation and report submissions.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| MAN440 – Marketing & Sustainability Rubric | | | | |
| Assignment | Final Project | | | |
| Student Name: |  | | | |
| Student ID: |  | | | |
|  |  | | | |
| Evaluation of the Project | | | | |
| Criterion | Performance Evaluating | | | Point |
| Not Enough | Enough | Successful |  |
|  |  |  |
| 1. **Integration of Theoretical & Practical Knowledge in the Marketing Plan** | 0 to 13 points | 14 to 27 points | 28 to 40 points |  |
| Shows little ability to employ theory and practice across the functional areas of business in the assessment of marketing plan of the institution. | Exhibits satisfactory application of principles and/or theories across the functional areas of business to the analysis of the marketing plan. | Demonstrates well-developed ability to integrate and apply principles and/or theories across the functional areas of business to the analysis of the marketing plan; effectively identifies, examines, and critically evaluates important issues. |
|  | Comments: | | | |
| 2. **Establishment of Sustainability in the Marketing Plan** | 1-3 | 4-7 | 8-10 |  |
| Insufficient or non-existing evaluation of sustainability issues of the institution. No recommendations demonstrated to present ways to reach sustainable development goals. | Adequately identifies and describes sustainability issues associated with the institution and its environment. Provides some recommendations for action to reach sustainable development goals. | Explains thoroughly the sustainability issues associated with the institution and its environment. Clearly and effectively justifies solutions and provides recommendations to reach sustainable development goals. |  |
|  | Comments: | | | |
| 3. **Presentation** (Oral Communication Skills) | 0-5 | 6-10 | 11-15 |  |
| Oral presentations cannot be understood because there is no logical sequencing of information; presenter uses superfluous graphics or no graphics do not support or relate to the information presented; presenter reads most or all of the project notes with little or no eye contact, presenter is unprofessional, lacks confidence, is uncomfortable, and cannot answer basic questions | Information is presented in a sequence that the audience can follow ; graphics support and are related to the content of the project;presenter maintains eye contact with the audience with a few minor exceptions;presenter reads from notes on a few occasions; presenter is comfortable for the most part and adequately answers questions | Information is presented in a logical, interesting, and effective sequence, which the audience can easily follow; oral presentation uses effective graphics to explain and reinforce the information presented; presenter maintains eye contact with audience, seldom returning to notes; presenter is professional, confident, comfortable, and answers questions effectively |
|  | Comments: | | | |
| 6. **Formatting** | 1-2 | 3-4 | 5-6 |  |
| Report exhibits frequent and significant errors in APA formatting | APA formatting is employed appropriately in the report with a few minor errors | APA format is used accurately and consistently throughout the report |
|  | Comments: | | | |
| 7. **Analytical /critical Thinking Skills** | 1-5 | 6-10 | 11-15 |  |
| The marketing plan is not articulated, or its component elements are not identified or described; research information is poorly organized, categorized, and/or superficially examined; information is often inaccurate or incomplete. | Adequately identifies and describes the marketing plan and its components; gathers and examines information relating plan; satisfactorily presents and appraises information with only minor inconsistencies, irrelevancies, or omissions. | Effectively formulates a clear description of the marketing plan and specifies major elements to be examined; selects and prioritizes information; accurately and appropriately analyzes and interprets relevant information precisely. |
|  | Comments: | | | |
| 8. **Written Communication Skills** | 1--3 | 4--7 | 8-10 |  |
| The written project exhibits multiple errors in grammar, sentence structure and/or spelling; inadequate writing skills | Written research project displays good word choice, language conventions, and mechanics with a few minor errors in spelling, grammar, sentence structure | Readability of the project is enhanced by facility in language use/word choice, excellent mechanics, and syntactic variety; uses language conventions effectively |
|  | Comments: | | | |
| On-time delivery | The reports delivered on-time will receive **4 points**, others will not receive any points for delivery measure. | | |  |