

MBAN 646 - CSR & Sustainable Marketing

Course title	CSR & Sustainable Marketing				
Course code	MBAN 646				
Course type	Concentration Elective				
Level	2 nd Cycle				
Year / Semester	1 st or 2 nd / Fall, Spring, Summer				
Teacher's name	Marlen Demetriou				
ECTS	6	Lectures / week	1/week	Laboratories / week	N/A
Course purpose and objectives	Critically formulate strategic decision-making approaches in marketing that incorporate Corporate Social Responsibility (CSR) and sustainability. Evaluate theoretical advances in Stakeholder Theory and their application in business ethics and corporate citizenship. Assess the role of businesses in protecting consumers and employees, fostering business partnerships, and engaging in corporate philanthropy. Integrate concepts of green marketing and identify and address issues of greenwashing in various contexts. Synthesize the impact of sustainable development practices on stakeholder management and business policies. Design strategies that contribute to the UN's Sustainable Development Goals, focusing on responsible consumption and production, climate action, and partnerships for goals.				
Learning outcomes	Demonstrate the ability to critically assess the need for an enlightened Marketing Strategy. Interpret the role of the business as part of an interactive system, analyzing the dynamic forces necessary for a successful business–society relationship. Distinguish between a company's market and non-market stakeholders, utilizing competitive intelligence to benefit both business and society. Debate the concept of Corporate Social Responsibility and articulate arguments for or against business obligations to stakeholders. Critique the concept of “Corporate Citizenship” and map a business's development in this area. Assess the importance of ethical behavior in business, understanding codes of conduct and moral reasoning stages. Investigate new pressures on resources, evaluating concepts of sustainable development and green marketing. Develop sustainable marketing strategies that enhance a corporation's environmental engagement. Examine stockholder rights within the broader context of stakeholder rights, ensuring a balanced approach to corporate governance.				

	Formulate proactive strategies to secure stakeholders' rights, enhancing the corporate image and reducing regulatory risks. Compose a comprehensive strategic marketing plan for a socially responsible and sustainable company; propose alternatives to evolve the company's marketing strategy.		
Prerequisites	MBAN 650	Required	NO
Course content	Week 1 Introduction to Business and Society: Examine the interconnections between businesses and their socio-economic environments. Corporate Social Responsibility: Assess the role and impact of CSR on business and society. Week 2 Stakeholder Theory: Analyze strategic approaches to managing stakeholder relationships. Corporate Citizenship: Explore the development and implementation of corporate citizenship initiatives. Week 3 Sustainability Imperative: Investigate the necessity of sustainability in modern business practices. Businesses and the Natural Environment: Evaluate the environmental impacts of business operations. Week 4 Government and Environmental Policies: Discuss governmental roles in promoting sustainability. Sustainability Interest Groups: Identify and understand the influence of sustainability advocacy groups. Week 5 Fundamentals of Business Ethics: Explore foundational concepts and theories. Personal and Organizational Ethics: Examine the effects of ethical behavior on individual and organizational levels. Week 6 Business Ethics and Technology: Investigate ethical considerations in technology management. Global Ethical Issues: Evaluate ethical challenges in the international business arena. Week 7 Employee Stakeholders and Workplace Issues: Assess workplace dynamics and ethics. Privacy, Health, and Safety: Analyze employee rights related to privacy, health, and safety within businesses. Week 8 Consumer Information Issues: Explore ethical issues in consumer information dissemination. Product and Service Ethics: Evaluate ethical considerations in product marketing and services.		

	Week 9 Business and Community Stakeholders: Discuss business responsibilities to community stakeholders. Community Involvement: Explore strategies for effective community engagement. Week 10 Crisis Management in Resource Allocation: Analyze strategies for managing resource crises. Sustainable Development Goals: Examine business contributions towards the UN SDGs. Week 11 Green Marketing Strategies: Develop green marketing plans aligning with sustainability goals. Addressing Greenwashing: Identify and propose solutions to prevent deceptive marketing practices. Week 12 Final Project Preparation: Integrate course concepts into a final strategic marketing project. Case Studies: Successful Sustainable Business Practices Development of Corporate Sustainability Reports
Teaching methodology	Learning Activities Lectures: Interactive sessions that cover core themes and concepts, encouraging participation and critical thinking. Workshops: Hands-on sessions to apply theoretical knowledge to real-world scenarios. Case Studies: Analyzing real-life examples to understand the application of CSR and sustainable marketing practices. Simulations: Engaging in simulated business environments to practice strategic decision-making. Teaching Methods Discussions: Facilitated class discussions to deepen understanding of course material. Group Projects: Collaborative projects to promote teamwork and integrate diverse perspectives. Guest Speakers: Inviting industry experts to provide insights into CSR and sustainability practices.
Bibliography	Business and Society: Ethics, Sustainability, and Stakeholder Management, Carroll A., Brown J., & Buchholtz A., Cengage Learning, 2023, 978-0-357-71862-9
Assessment	Mid-Term Test: Evaluation of students' grasp of course fundamentals and application skills. Portfolio Submission: Curating a portfolio throughout the course to reflect learning progress and achievements. Final Exam: Comprehensive assessment capturing the breadth of topics covered.

	Reflective Journals: Maintaining a journal to document reflections on the learning process and personal growth. Final Course Project: A detailed strategic marketing plan that integrates course concepts. Class Participation: Active involvement in discussions and group activities.
Language	English