



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MKTG-331DL	CSR and Sustainable Marketing	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
MKTG-291DL	Management	Fall/Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Required	Marketing	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Dr Marlen Demetriou	3 <sup>rd</sup> or 4 <sup>th</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Co-requisites</b>
Distance Learning	N/A	None

### Course Objectives:

The main objectives of the course are to:

- Provide students with a comprehensive understanding of the Philosophy of Corporate Social Responsibility, its Basic Concepts and Processes.
- Introduce the fundamentals of Societal Marketing with emphasis on the “social”, “cause” and “values-based” marketing.
- Assist students in understanding the concepts of Corporate Philanthropy, Stewardship and Corporate Citizenship.
- Help students understand the value of Green Marketing and Sustainable Development in enhancing the corporate image.
- Emphasize the need for Corporations to Protect Consumers.
- Emphasize the need for a new strategic decision-making approach within a firm based on the Societal Marketing Orientation.

### Learning Outcomes:

After completion of the course students are expected to be able to:

1. analyze the need for an enlightened Marketing Strategy
2. explain the relationship between Marketing and Society
3. describe a company’s market and non-market stakeholders
4. explain the concept of Corporate Social Responsibility and how do businesses meet economic and legal obligations while being Socially responsible
5. explain what Corporate Citizenship is and how do companies as good corporate Citizens strive to conduct all business dealings in an ethical manner.

6. assess the need for marketing strategic decisions to be based on professional Codes of Conduct.
7. analyze the concepts of sustainable development and green Marketing and to identify the role of Marketing to the earth's ecosystem
8. Recognize the role of the government as a collaborative partner
9. analyze the difference between Corporate Philanthropy and Cause Related Marketing.
10. prepare a project on the Societal Marketing Strategy of a company or a brand of their choice.

**Course Content:**

1. Corporations in Society
2. Societal Marketing: A different Marketing Orientation
3. The Stakeholder Theory of a Firm
4. Corporate Social Responsibility
5. Corporate Citizenship
6. Ethics in Business
7. Business and Government in a Global Society
8. Business and Environmental Issues
9. Sustainable Development and Global Business
10. Managing for Sustainability
11. Green Marketing
12. Consumer Protection
13. Corporate Philanthropy
14. Cause Related Marketing

**Learning Activities and Teaching Methods:**

Case study analysis, weekly interactive exercises, forum discussions, videos, academic journal articles, synchronous meetings (WebEx), chats, blog exercises (authors' blog for the textbook), and other formative and summative assessments.

**Assessment Methods:**

Project, Midterm Exam, Final Exam, Class Participation.

**Required Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Business and Society, 16 <sup>th</sup> Ed.	Anne T. Lawrence, James Weber	McGraw-Hill	2020	978-1-260-04366-2

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Handbook of Sustainability-Driven Business Strategies in Practice	Stephen Marcovic	EEElgar	2021	978-1-78990-834-3 eBook
The Challenge for Business and Society	Stanley S. Litow	John Wiley & Sons, Incorporated	2018	LCCN 2018005296 eBook