

## COURSE OUTLINE

### (1) GENERAL

<b>SCHOOL</b>	School of Business		
<b>ACADEMIC UNIT</b>	Management		
<b>LEVEL OF STUDIES</b>	1 <sup>st</sup> Cycle		
<b>COURSE CODE</b>	MKTG-331	<b>SEMESTER</b>	Spring
<b>COURSE TITLE</b>	CSR and Sustainability Marketing		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
	2.5	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>	Special Background		
<b>PREREQUISITE COURSES:</b>	MKTG-292		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	English		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>			
<b>COURSE WEBSITE (URL)</b>			

### (2) LEARNING OUTCOMES

#### Learning outcomes

*The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.*

*Consult Appendix A*

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

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

- analyze the need for an enlightened Marketing Strategy
- explain the relationship between Marketing and Society
- describe a company's market and non-market stakeholders
- explain the concept of Corporate Social Responsibility and how do businesses meet economic and legal obligations while being Socially Responsible
- explain what Corporate Citizenship is and how do companies as good Corporate Citizens strive to conduct all business dealings in an ethical manner.
- assess the need for marketing strategic decisions to be based on professional Codes of Conduct.
- analyze the concepts of sustainable development and green Marketing and to identify the role of Marketing to the earth's ecosystem
- recognize the role of the government as a collaborative partner
- analyze the difference between Corporate Philanthropy and Cause Related Marketing.
- Prepare a project on the Societal Marketing Strategy of a company or a brand of their choice.

#### **General Competences**

*Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?*

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
	<i>Respect for difference and multiculturalism</i>
	<i>Respect for the natural environment</i>
<i>Adapting to new situations</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Decision-making</i>	<i>Criticism and self-criticism</i>
<i>Working independently</i>	<i>Production of free, creative and inductive thinking</i>
<i>Team work</i>	.....
<i>Working in an international environment</i>	<i>Others...</i>
<i>Working in an interdisciplinary environment</i>	.....
<i>Production of new research ideas</i>	

*Search for, analysis and synthesis of data and information, with the use of the necessary technology*  
*Decision-making*  
*Working independently*  
*Team work*  
*Project planning and management*  
*Respect for difference and multiculturalism*  
*Showing social, professional and ethical responsibility and sensitivity to gender issues*

#### **(3) SYLLABUS**

- Corporations in Society
- Societal Marketing: A different Marketing Orientation
- The Stakeholder Theory of a Firm

- Corporate Social Responsibility
- Corporate Citizenship
- Ethics in Business
- Business and Environmental Issues
- Sustainable Development and Global Business
- Managing for Sustainability
- Green Marketing vs Greenwashing
- Consumer Protection
- Corporate Philanthropy
- Cause Related Marketing

#### (4) TEACHING and LEARNING METHODS - EVALUATION

<b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i>	Face-to-face																						
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	<i>Use of ICT in teaching / Χρήση ΤΠΕ Communication with students / Επικοινωνία με Φοιτητές</i>																						
<b>TEACHING METHODS</b> <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i>  <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	<table border="1"> <thead> <tr> <th><b>Activity</b></th><th><b>Semester workload</b></th></tr> </thead> <tbody> <tr> <td>Lectures</td><td>35</td></tr> <tr> <td>Study &amp; Analysis of bibliography</td><td>30</td></tr> <tr> <td>Project</td><td>35</td></tr> <tr> <td>Essay Writing</td><td>25</td></tr> <tr> <td>Interactive Teaching</td><td>25</td></tr> <tr> <td></td><td></td></tr> <tr> <td></td><td></td></tr> <tr> <td></td><td></td></tr> <tr> <td></td><td></td></tr> <tr> <td><b>Course total</b></td><td><b>150</b></td></tr> </tbody> </table>	<b>Activity</b>	<b>Semester workload</b>	Lectures	35	Study & Analysis of bibliography	30	Project	35	Essay Writing	25	Interactive Teaching	25									<b>Course total</b>	<b>150</b>
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<b>STUDENT PERFORMANCE EVALUATION</b> <i>Description of the evaluation procedure</i>	Project, Midterm Exam, Final Exam, Class Participation.																						

<p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	
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## **(5) ATTACHED BIBLIOGRAPHY**

<b>Required Textbooks / Readings:</b>				
<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Business and Society	Anne T. Lawrence, James Weber	McGraw Hill 17 <sup>th</sup> Edition	2023	978-1-264-08091-5 ebook
<b>Recommended Textbooks / Readings:</b>				
<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	Elgar	2021	978-1-78990-834-3 ebook
Business and Society	Archie B. Carroll, Jill A. Brown	Cengage	2023	978-0-357-71862-9 ebook
The Challenge for Business and Society	Stanley S. Litow	John Wiley& Sons, Incorporated	2018	LCCN 2018005296 ebook