



SYLLABUS

MKTG 410: SUSTAINABLE MARKETING

Instructor: Roger Rutan

Language of Instruction: English

UO Credits: 4

Contact hours: 40

SIENA, ITALY

COURSE DESCRIPTION

Sustainability is a broad topic concerning the extent to which environmental, economic, and social practices are applied for the benefit of current and future generations. Consumer awareness of sustainability issues has evolved from an emerging social movement to mainstream values, but increasing sustainable behavior remains a challenge. This course is designed to provide students with the knowledge to enhance sustainable behaviors in firms, among consumers, and in society at large. This course will include an understanding of how environmental certifications actually work. We will study about how to influence sustainable practices and consumer response to sustainability initiatives. A marketing plan project will have students developing a real world sustainable marketing strategy for their assigned winery. Other examples of sustainable practices will offer further insight into challenges and opportunities facing American businesses and consumers.

Students will leave the course with an understanding of sustainability issues in today's marketplace and the ability to develop a sustainable marketing plan that considers sustainability with every aspect of a company's marketing plan. Students will gain the knowledge and skills to be a sustainable business decision-maker and how to foster sustainable behavior.

LEARNING OBJECTIVES

Learning objectives for this course are to understand the role of sustainability in the marketplace, recognize current consumption trends, and identify barriers to and benefits of sustainable behavior. Students will learn about effective marketing strategies to influence sustainable behavior, identify consumer segments and values relevant to sustainability issues, and understand consumer response to sustainable products and practices. Students will also learn about practices and policies in marketing sustainable products and understand the value of corporate social responsibility marketing.

By the end of this course, students will be able to explain specific reasons businesses are engaging with sustainability. Students will come to understand certifications and standards in the marketplace for sustainable performance, products or services. Lastly, students will have the tools to develop a sustainable marketing plan for any business in the world.

COURSE CONTENT

Sustainable Marketing is divided into four sections and areas of focus. Part 1 is an overview of sustainability and its role in every aspect of modern day marketing. With this in depth knowledge of sustainability, students will explore how these principles are folded into sustainability-based strategic planning. Completing this overview, the course delves into ethical decision making and how that plays out in corporate and public applications.

Part 2 focuses on understanding the consumption process and how sustainability principles can positively effectively affect our consumption decisions. This section also examines how sustainability considerations can add value to products and services. Communicating value via integrated marketing programs is next, a vital element of sustainable marketing, including how branding and labeling can support a sustainable marketing strategy.

Part 3 will give students a thorough understanding of sustainability principles as they apply throughout the supply chain. This includes how to proclaim value via sustainable pricing strategies, delivering value in retailing, product innovation, and sustainable services marketing.

Part 4 wraps all these principles into sustainability reporting, a critical component to ensure that sustainability becomes part of the corporate culture.

INSTRUCTIONAL METHODOLOGY

Each class meeting will consist of lectures, videos, and class discussions on assigned topics. Other course components include:

- A team based sustainable marketing project will help students learn how to apply sustainable marketing concepts to their assigned winery.
- Student teams will make presentations in class on a macro-economic energy consumption issue and another on an environmental certification.
- Weekly quizzes will gauge student learning progress.

Approach

This course offers students a very special opportunity to learn about sustainable marketing by combining it with the heritage and history of the Italian wine business. Numerous excursions to nearby wineries and historic sites will enrich student's learning experience. Students should think of this class as a cultural and business immersion.

Class Participation and Professionalism

Participation includes class attendance, reading assigned materials in advance, overall preparation for class, and actively contributing their thoughts and personal experiences during class. Class will start promptly at the designated time. Students are expected to be **on time and attend all classes**. Intelligent participation will require you to have read and studied all assignments for that day.

Preparation, professionalism, and mutual respect are all important elements of your Siena experience. Professional behavior is expected at all times, both in class and especially on excursions. While in Italy, students should think of themselves as American Ambassadors.

Everything they say and do should reflect well on themselves, America, and the GEO program. Right along with that is respect for the Italian culture and way of life.

Absences

While students are here in Siena for the full Italy experience, attendance in class and program excursions is required. If students have two unexcused absences, their earned grade will be reduced by one letter. Additional unexcused absences will result in the same full letter grade reduction. Excused absences will be granted for health and medical reasons, as well as family emergencies, but that's it.

COURSE REQUIREMENTS AND GRADING

Course requirements are both individual and team based. Teamwork is an important component of the real world work environment. It includes building team relationships, sharing the workload, and every team member's thoughts and opinions being respected and valued.

Student grades will be based on several components. Rubrics for each of these grading areas will be provided on arrival in Siena.

Individual Requirements

Class Participation (200 Points)

Class attendance, advance reading of homework assignments, and contribution to class discussions all contribute to a student's individual participation score.

We are fortunate to be visiting a number of wineries and other places such as Florence. These events are an important part of student's learning experience. Active participation during these excursions and a student's ability to **absorb and utilize** information provided during these site visits is critical to their learning experience. Much of what students need to know to develop their winery's sustainable marketing plan will come from these excursions.

Weekly Quizzes (25 Points Each, 150 Total)

The last class of weeks 1 – 6 will include a quiz covering the subject matter of that week, and that week only. In addition to assessing their performance in the class, these quizzes will give students and the instructor a tool to gauge student performance as the course progresses.

Team Requirements

Environmental Certification Report (75 points)

Environmental certifications play an important role in encouraging sustainable practices in corporate America. Student teams will research their assigned certification and will prepare an in-class presentation. Details of what is expected with this assignment is in this syllabus. A grading rubric will be posted on a shared site.

Macro-Economic Energy Consumption Presentation (75 points)

Student teams will be assigned a macro-energy consumption topic found in the appendices section at the back of the textbook. The team's presentation content and other details of what is expected is in this syllabus and will be posted on a shared site. This will include a grading rubric.

Sustainable Marketing Plan

Student teams will develop a sustainable market plan for their assigned winery. This plan will incorporate all learnings from the companion Wine Marketing Management class. This project will start with teams doing a sustainability analysis for their winery. This will become the benchmark from which they will develop a sustainability and sustainable marketing plan. This market analysis will include a thorough understanding of the winery's past environmental initiatives and an initial look at future environmental stewardship opportunities. Details of this project are in this syllabus.

Sustainable Marketing Plan Design (100 Points)

The first step in the sustainable marketing planning process is to design the roadmap of the team's plan. An outline of what this entails will be provided. Your instructor will work closely with teams on this very important first step

Sustainable Marketing Plan Development (150 Points)

Students will develop a sustainable marketing plan with their team for an assigned winery. Students will be provided with a standard marketing plan outline. Each team's proposed plan will be evaluated by the instructor. Any needed changes will be made before the team can move forward.

Integrated Marketing Plan Presentation (250 Points)

Each student team will present their consolidated marketing plan for their assigned winery in PowerPoint format. All students and representatives from their assigned winery will be in attendance. These presentations will put students in the international spotlight. The quality of their plan and presentation must reflect well on themselves and the GEO program. Business casual dress is expected of all students during their marketing plan presentations so pack accordingly.

Grade "Boost" Credit – Tasting Notes

Students can earn a grade "boost" for sharing with the class, in writing and/or orally, their wine tasting notes from any Italian wine they have tasted since their arrival in Siena. A grade "boost" is where a student's final grade is close but not all the way to the next level up, just needing a "boost". A wine tasting note form will be provided, the same one used by wine professionals.

GRADING SUMMARY

INDIVIDUAL WORK:	POINTS
Participation (all inclusive)	200 points
6 Weekly quizzes – 25 points each	150 points
Macro-Economic Energy Presentation	75 points
Environmental Certification Report	75 points
Grade “Boost” Credit – Tasting Notes	Grade “boost”
TEAM PROJECTS:	
Sustainable Marketing Plan Design	100 points
Sustainable Marketing Plan Development	150 points
Marketing Plan Presentation	250 points
TOTAL	1000 points

Because your grade will be based on a number of different elements, your success in the course does not hinge on any single outcome. The main contributor to how well you do is advanced class preparation and an energetic approach to other assignments.

This course will follow Lundquist College of Business grading guidelines for the class as a whole.

Individual grades will be assigned using the standard grading scale below:

A	93% and above	B-	80% to 82.99%	D+	67% to 69.99%
A-	90% to 92.99%	C+	77% to 79.99%	D	63% to 66.99%
B +	87% to 89.99%	C	73% to 76.99%	D-	60% to 62.99%
B	83% to 86.99%	C-	70% to 72.99%	F	Below 60%

COURSE MATERIALS

Required textbook

Sustainable Marketing by Robert Dahlstrom and Jody Crosno, Second edition.

Published by Chicago Business Press.

Reading Assignments

Each class will have assigned readings that will cover the latest information regarding the subject matter of that day's class.

Communicating with the Instructor

Your instructor is available to you at all times. His email is rrutan@uoregon.edu. He will typically be at the GEO Siena center before, between and after classes. He will be on all excursions. Don't ever hesitate contact him if you any questions or concerns or if you'd just to visit.

COURSE OUTLINE AND CLASS SCHEDULE

Instructor's Note

The instructor will begin collecting reading assignments starting right after the first of 2019 and going right up to the time classes begin in Siena. These readings reflect that latest developments in the marketplace regarding the subject matter of that day.

This approach is an important aspect of this class being a real world sustainable marketing experience for students.

This course outline and class schedule does not reflect many activities yet to be determined and scheduled. Here are some:

- **National holiday date(s), if any. There is usually one around the Palio.**
- **Six (6) winery excursions.**
- **Non-winery excursions.**
- **Wine appreciation classes.**
- **Enrollment is forecasted to be 24 students. Student teams functions best when they have no more than four (4) students. This means six (6) student teams.**
- **In the past, students were given one three-day weekend.**
- **Wine Marketing Management (WMM) Applied presentation need to be scheduled.**
- **And so on.**

Despite the many activities yet to be decided on and scheduled, the actual content for the course will be very close to what is shown here.

Class Schedule & Content

Week 1

6/24	Course Overview Syllabus Overview	
	Team membership preferences due by 5:00 pm Tuesday, June 25	
	Student Profiles Handed out	
6/25	Overview of Sustainable Marketing	Chapter 1
6/26	Sustainability-Based Strategic Marketing	Chapter 2
	Instructor's Winery Briefing	
	Team membership list handed out - meetings to get organized.	
	Student Profiles Due	
6/27	Sustainability and Ethical Decision Making	Chapter 3
	Requirements & Rubrics – Environmental Certification and Energy Consumption Presentations	
6/28	Understanding the Consumption Process	Chapter 4
	Team 1: Environmental Certification Presentation	
	Team 6: Energy Presentation	
	Quiz 1	

Class Schedule & Content

Week 2

7/1 Influencing Consumer Choice Chapter 5

Team 2: Environmental Certification Presentation
Team 5: Energy Presentation

7/2 Discovering Value via Market analysis Chapter 6

Team 3: Environmental Certification Presentation
Team 4: Energy Presentation

7/3 Communicating Value via Integrated Marketing Programs Chapter 7

7/4 **Winery excursion**

7/5 **Sustainable Wine Importing Strategies**

Team 4: Environmental Certification Presentation
Team 3: Energy Presentation

Sustainable Marketing Plan Design Due

Quiz 2

Week 3

7/8 Proclaiming Value via Sustainable Pricing Strategies Chapter 9

Team 5: Environmental Certification Presentation
Team 2: Energy Presentation

7/9 **Winery excursion**

7/10 Providing Value via Sustainable Supply Chains Chapter 10

Team 6: Environmental Certification Presentation
Team 1: Energy Presentation

7/11 Delivering Value in Retailing Chapter 11

Sustainable Marketing Plan – Sustainability Opportunities and Threats Assignment Due

Quiz 3

7/12 **Excursion to Florence**

Class Schedule & Content

Week 4

7/15	Producing Value via Innovation	Chapter 12
7/16	Sustainable Services Marketing Peer evaluation form handed out	Chapter 13
7/17	Reporting Value to Stakeholders Peer evaluations due	Chapter 14
7/18	Case Study: With Wine, It's all About the Brand	Case Study
7/19	Proclaiming Value via Branding and Labeling Quiz 4	Chapter 8

Week 5

7/22	Sustainable Marketing Plans due Initial Reviews in class	
7/23	Sustainability in Advertising and Sales Promotion	
7/24	Sustainable Practices in Public Affairs and Public Relations	
7/25	Developing Sustainable Products	
7/26	Case Study: Sustainable New Products Break the Mold Quiz 5	Case Study

Class Schedule & Content

Week 6

7/29	Strategic Sustainability Alliances: The New Frontier
7/30	Sustainable Marketing Plan Workshop #1
7/31	Retaining Sustainability Initiatives during Downturns
8/1	Sustainable Marketing Plan Workshop #2
8/2	TBD
	Quiz 6

Week 7

8/5	TBD
8/6	Course Summary: Sustainability User Guide & Keys to Success
8/7	Sustainable Marketing Plan Workshop #3
8/8	Final Sustainable Marketing Plan Workshop
8/9	Sustainability Marketing Project Presentations
	Farewell Dinner

TEAM PROJECT

CREATING A SUSTAINABLE MARKETING PLAN FOR A WINERY

Student teams will create a sustainable marketing plan for their assigned winery. Teams will be formed in week 1 and winery assignments handed out at that time.

These sustainable winery marketing plans will be prepared in three phases

- Marketing plan design
- Marketing plan development (preparation and writing)
- Team members present their plan to winery representatives and class members on the last day of class.

A Real World Experience

This sustainable marketing plan development process mirrors what is done in real world wine marketing management. Working with your instructor, each step along the way is an opportunity to evaluate and enhance the plan. Each step is also an opportunity to seek out new ideas, think about what is missing, and if the plan development process is still on track to accomplish the winery's sustainable marketing objectives. Each team will make changes, modifications and improvements throughout this process, and get instructor approval, before they move forward. This ensures that when they take the stage to present their plan, it has been thoroughly vetted and is a world class plan, ready to be implemented.

Your instructor and these wineries are expecting sustainable marketing plans that are professionally done, thorough, well-researched, creative, and ones that **could be actually implemented.** Your team's sustainable marketing plan needs to propose creative ideas and marketing strategies that are focused directly on the needs of your assigned winery. This project is as close to a real world experience as students will experience in college

Plan Objective

The overall objective of **every plan** is to help each winery **grow their business/sales** and **their sustainable presence and image in the US marketplace.**

Winery Visits

General information on Italian wine will come from a number of sources such as reading assignments, class discussion, and winery visits. Learning about your assigned winery and its unique marketing needs will come from visiting it. The student team assigned to each winery will have one-on-one time with their winery's management during that winery tour. Preparation for this meeting is critical.

Phase 1: Marketing Plan Design – Due 7/3

Teams will have only a short period of time to do a preliminary assessment of their winery's sustainability practices. Teams will have to make initial assumptions to complete this important first step, ones that could be revised as their process moves along. The plan design must include the following elements:

- A team statement on what they have learned as the winery's primary **sustainable marketing objectives**.
- Initial ideas on marketing opportunities and/or strategies to achieve the winery's sustainability objectives.
- A work plan that identifies what kind of information is needed, what the team plans to do with this information, and a design on how the team will develop its plan.

Students will work closely with your instructor through this important first step. The plan design document should be one to two pages. Instructors will offer any modifications and after any changes, will give approval to move forward.

Phase 2: Marketing Plan Development – Due 7/22

Working from the plan design, teams will develop and write a sustainable marketing plan for their winery. During this step, student teams will integrate their objectives and actions plans from the Wine Marketing Management class with their sustainable marketing plan.

Teams will use the marketing plan outline provided them as a general guide for plan content and organization. The instructor will again work closely with each team during this step in the process. Any needed changes will be made at this time before the team will be given approval to move forward.

Phase 3: Marketing Plan Presentations – August 9

Each student team will present their integrated marketing plan to winery representatives and the class. PowerPoint format will be used. Imbedded video will enhance your plan presentation and impact. Business casual dress is expected of all students during their marketing plan presentations so pack accordingly.

Peer Evaluations

Students will be required to fill out a confidential peer evaluation of their team members covering all three team activities. Student grades are subject to a grade reduction due to a poor evaluation or a grade increase due to a strong performance.

Sustainable Marketing Project – Winery Assignments

Team 1: TBA

Team 2: TBA

Team 3: TBA

Team 4: TBA

Team 5: TBA

Team 6: TBA

Environmental Certification Assignment

Overview

Environmental certifications play an important role in the world of sustainability and sustainable marketing. As our world has come to not only embrace but demand environmental stewardship on the part of business, environmental certifications have become more numerous, more stringent and more important.

Student teams will be assigned one environmental certification to research and report on in class.

Environmental Certification's Role in Sustainability

Environmental certifications typically focus on one industry, product line, or activity. These certifications require the following:

- Identifying environmental measurable goals that must be achieved for a company to be granted the certification.
- Certification may require a certain methodology to achieve their stated goals.
- With some, they specify operational rules that must be followed.
- Require documentation and reporting.
- Require independent third party auditing.

Environmental certifications are proof that a business or entity has actually achieved the environmental standards of the certifying body and can use this designation in any of their marketing materials.

The Assignment

Student teams will use the internet, direct contact with the certifying body, and direct contact with a certificate holder to develop an overview of their assigned environmental certification to include the following:

- Purpose of the certification
- Products or activities covered by the certification.
- Overview of the requirements to receive certification.
- Exactly what gets certified
- Certification levels, if any.
- How certificate holders use this certification in the operation of their business.
- How the certification can be used in marketing materials.
- Engage the class, asking them for their opinions on aspects of the certification.

Teams will present their findings in class as scheduled in the course calendar in the syllabus. Presentations will use PowerPoint slides and will take no more than 20 minutes. A rubric for assignment grading will be given out in class and posted on Canvas.

Certification Assignments

Team 1: National Association of Home Builders (NAHB) - National Green Building Standard.

Team 2: level. Developed and run by the Business and Institutional Furniture Manufacturer's Association (BIFMA).

Team 3: Ceres

Team 4: Demeter Biodynamic - for vineyards only.

Team 5: bluesign standard – for textile manufacturing only

Team 6: Forest Stewardship Council (FSC) – for forestlands only

Energy Consumption Assignment

Overview

Of all the sustainability challenges that face America and the world today, none trump the issue of energy consumption. This assignment focuses on this critical issue and how to manage it.

The Assignment

Each team will do a PowerPoint presentation of no more than 20 minutes on their assigned topic on energy consumption, carbon emissions, or ISO 14000. All materials for this assignment are in the appendices in the textbook.

A rubric for this assignment will be made available in class and posted on Canvas. This rubric will give teams guidance on what to cover in their presentation and how they will be evaluated.

- Team 1: Appendix A-1: Climate Change and Consumption
Greenhouse Gases and Climate Change
Understanding Sources of Energy and Use - International Regions
- Team 2: Appendix A-1: Human Influences on the Atmosphere
Human Influences on Water
Human Influences on Land
Human Influences on Biodiversity
- Team 3: Appendix A-5 – Energy Consumption in the Transportation Sector
Introduction: Transportation Sector Contributes to Carbon Emissions
Personal Modes of Transportation
- Team 4: Appendix A-5
Mass Transit
Freight Transportation
- Team 5: Appendix A-6 – Energy Consumption in the Industrial Sector
Primary Industrial Contributors to Carbon Emissions
/carbon Emissions Associated with Steel Production
- Team 6: Appendix A-3 – The Role of Household consumption

Charles H. Lundquist College of Business

CODE OF PROFESSIONAL BUSINESS CONDUCT

A Statement of Values

The Lundquist College of Business learning community is committed to a set of core values that guide our interactions with one another. Our values are as important within our LCB community as within the business community. Our values help define both how we aspire to act and what it means to be a business professional.

INTEGRITY

Members of our community act with integrity and honesty. These qualities are essential in providing a basis for trust and go to the core of what is expected from business professionals.

RESPECT

Our community conveys respect for the dignity of all people. Our relationships are based on mutual respect. Differences of opinion are discussed openly and civilly. These discussions focus on issues and are presented in a courteous manner. We are sensitive to the impacts of both our words and actions on others.

OPENNESS

We encourage all members of our community to exchange ideas freely within the bounds of reasonable behavior. We recognize that learning requires an open environment.

RESPONSIBILITY

We act publicly and accept responsibility for our actions. We understand that the community will keep us accountable for our dealings. We deliver on the commitments and promises we make to others.

TEAMWORK

Our community is stronger when we work as a team. We foster attitudes encouraging members of the community to give and receive constructive criticism, and develop creative solutions to challenges.

Academic Misconduct

The University Student Conduct Code (available at conduct.uoregon.edu) defines academic misconduct. Students are prohibited from committing or attempting to commit any act that constitutes academic misconduct. By way of example, students should not give or receive (or attempt to give or receive) unauthorized help on assignments or examinations without express permission from the instructor. Students should properly acknowledge and document all sources of information (e.g. quotations, paraphrases, ideas) and use only the sources and resources authorized by the instructor. If there is any question about whether an act constitutes academic misconduct, it is the students' obligation to clarify the question with the instructor before committing or attempting to commit the act. Additional information about a common form of academic misconduct, plagiarism, is available at researchguides.uoregon.edu/citing-plagiarism.

Prohibited Discrimination and Harassment Reporting

Any student who has experienced sexual assault, relationship violence, sex or gender-based bullying, stalking, and/or sexual harassment may seek resources and help at safe.uoregon.edu. To get help by phone, a student can also call either the UO's 24-hour hotline at 541-346-7244 [SAFE], or the non-confidential Title IX Coordinator at 541-346-8136. From the SAFE website, students may also connect to Callisto, a confidential, third-party reporting site that is not a part of the university.

Students experiencing any other form of prohibited discrimination or harassment can find information at respect.uoregon.edu or aao.uoregon.edu or contact the non-confidential AAEO office at 541-346-3123 or the Dean of Students Office at 541-346-3216 for help. As UO policy has different reporting requirements based on the nature of the reported harassment or discrimination, additional information about reporting requirements for discrimination or harassment unrelated to sexual assault, relationship violence, sex or gender based bullying, stalking, and/or sexual harassment is available at [Discrimination & Harassment](#).

The instructor of this class, as a Student Directed Employee, will direct students who disclose sexual harassment or sexual violence to resources that can help and will only report the information shared to the university administration when the student requests that the information be reported (unless someone is in imminent risk of serious harm or a minor). The instructor of this class is required to report all other forms of prohibited discrimination or harassment to the university administration.

Specific details about confidentiality of information and reporting obligations of employees can be found at titleix.uoregon.edu.

Mandatory Reporting of Child Abuse

UO employees, including faculty, staff, and GEs, are mandatory reporters of child abuse. This statement is to advise you that your disclosure of information about child abuse to a UO employee may trigger the UO employee's duty to report that information to the designated authorities. Please refer to the following links for detailed information about mandatory reporting: [Mandatory Reporting of Child Abuse and Neglect](#).

Students with Disabilities

The University of Oregon is working to create inclusive learning environments. Please notify me if there are aspects of the instruction or design of this course that result in disability-related barriers to your participation. You are also encouraged to contact the Accessible Education Center in 360 Oregon Hall at 541-346-1155 or uoac@uoregon.edu.