

Curriculum Proposal Signature Sheet

SUSTAINABLE MARKETING
TITLE OF PROPOSAL

Type of Proposal

Program

- New
- Changes within Major
- Changes within Cognate *
- Changes in Minor or Track
- Changes in Concentration*
- Program Deletion

Course

- New
- Changes in Course taken only by Majors
- Changes in Course required of Non-Majors*
- Changes in Course open to Non-Majors
- Deletion of Course taken only by Majors
- Deletion of Course required of Non-Majors*
- Deletion of Course open to Non-Majors

MANAGEMENT & MARKETING Review and Approval NOV. 18, 2009
SPONSORING DEPARTMENT(S) DATE(S)

Signature of Sponsoring Chair(s)/Date Delia A. Sumrell Nov. 18, 2009

* For starred items Chairs of affected Departments/Programs must sign below before Dean's review

Dean's Preliminary Review

- Proposal: Complete
 Satisfies U of S Curricular Requirements
 Consistent with College Goals/Mission

Additional preliminary comments below

Dean's Signature/Date

M. P. O. M. D.

CAS CPS SOM GRAD DHC

Preliminary FSCC Disposition:

- Committee recommends approval (*new program proposals require a Recommendation from the full Senate*)
- Proposal will require minimal review: Anticipated FS Meeting Date: _____
- Proposal will require significant review: Anticipated FS Meeting Date: _____

FSCC Chair Signature/Date _____

Issues: _____

Additional Signatures

Department	Signature	Date
Department	Signature	Date
Department	Signature	Date

New Course

Course Title: Sustainable Marketing

Course Number: UG MKT 477 Date Of Initial Offering: fall 2010
Semester year

Rationale for Course level

The objectives, text, projects, and class design are all geared to the level of an undergraduate junior or senior.

Credit Hours: 3 Format: lecture lab other: _____

Frequency: /xannual each semester alternate years

Prerequisites: Marketing 351

Rationale for pre-requisites (if pre-requisites are listed)

This is an advanced, elective marketing course. In order to fulfill the requirements of the course, a student must have a basic background in marketing concepts, terminology and skills.

Catalog Description (50 word maximum)

Sustainable marketing is a new approach which expands the boundaries of traditional marketing. In this course, we will focus on how companies are learning to innovate, develop, produce, promote, distribute and take back products and services in new ways that reduce waste and pollution in order to satisfy all stakeholders.

Similar Courses being offered at the University

None similar.

Discuss Extent of overlap with existing courses

This course will enhance the marketing elective offerings in KSOM. The extent of any overlap comes from the similarity between all marketing courses. However, the focus on sustainability is unique and very timely.

Special Resources Required (e.g. library, equipment, materials/facilities)

Most of the resources needed to teach the course, are currently available on-line or in the library.

Characteristics (check any/all that apply):

Major: Required Elective

GE: submitted to CCC will be submitted to CCC _____ Area Free only
date

- | | | |
|--|---|---|
| <input type="checkbox"/> Humanities (CA) | <input type="checkbox"/> S/B Sciences (S) | <input type="checkbox"/> Cultural Diversity (D) |
| <input type="checkbox"/> Humanities (CH) | <input type="checkbox"/> Natural Science (E) | <input type="checkbox"/> Writing Intensive(W) |
| <input type="checkbox"/> Humanities (CL) | <input type="checkbox"/> Theology/Phil (P) | |
| <input type="checkbox"/> Humanities (CF) | <input type="checkbox"/> Quantitative Reasoning (Q) | |

Interdisciplinary: YES NO Team Teaching: YES NO

Exclusively For Special Programs/Concentrations: NO YES (Name) _____

Home College: CAS PCPS KSOM GRAD

Required Attachments:

- Syllabus with student learning objectives, assessment/evaluation mechanisms, and outline of topics
- Description of, or example of, readings/papers/projects/examinations
- Assessment/evaluation based course improvement mechanisms

Syllabus

Instructor: Dr. Cynthia Cann	Title: Sustainable Marketing
Course: MKT ---- 477	Semester:
Office:	Office hours:

Description

This seminar course focuses on the new paradigm in marketing: sustainable marketing or “the establishment, maintenance and enhancement of customer relationships so that the objectives of the parties involved are met without compromising the ability of future generations to achieve their own objectives” (Glossary. wps.pearsoned.co.uk/wps/media/objects/1452/1487687/glossary/glossary.html accessed 10/06/09). Consumers today are putting pressure on companies to be more responsible and to take into consideration the affect that their actions have on the environment and society. Although the bottom line is still important, companies are learning to develop, produce, market and take back products and services in new ways that include the three R's of reduce, reuse and recycle. Sustainable marketing is an approach that is leading business into the 21st century and beyond; creating new opportunities and providing a standard for all companies to maintain a competitive advantage. It is critical for all future marketers to have insight into this new paradigm. The course will analyze and reflect on the relationship between sustainable development (SD), marketing and all affected stakeholders through readings, case studies, discussions, presentations, and guest lecturers.

KSOM Undergraduate Student Learning Goals and Objectives

- Each student will be an effective communicator with the ability to prepare and deliver oral and written presentations using appropriate technologies.**
 - Students will create well written documents on a business topic
 - Students will deliver an effective oral presentation on a business topic
 - Students will use appropriate technologies to enhance the effectiveness of their written and oral presentations
- Each student will be skilled in critical thinking and decision-making, as supported by the appropriate use of analytical and quantitative techniques.**
 - Students will weigh the significance of key assumptions used in business decision-making scenarios.
 - Students will solve business problems using appropriate quantitative and analytical techniques
 - Students will defend reasoned solutions to business problems
 - Students will demonstrate proficiency in using appropriate software (e.g., Excel, Minitab, etc.) to solve business problems
- Each student will be sensitive to the ethical and justice ramifications of business activities.**
 - Students will apply a framework for examining ethical dilemmas in specific business cases.
 - Students will identify key concepts in business ethics.
 - Students will identify social justice issues relevant to a business decision
 - Student's will identify a business decision's potential impacts on environmental sustainability.
- Each student will be able to appreciate the importance of integrating business processes across functional areas.**
 - Students will decide how one functional area impacts another
 - Students will articulate contributions made by functional areas to the overall well-being of an organization.
- Each student will be able to apply functional area concepts and theories appropriately.**
 - Students will conduct a SWOT analysis for a real or fictitious business.
 - Students will discuss implications resulting from changes in business conditions.

Text

Fuller, Donald A. (1999), *Sustainable Marketing*, London: Sage Publications. ISBN 0-7619-1218-5

Readings and Sources of Information

- Annotated bibliography available on Angel under *Lessons*
- *GreenBiz.com* (available for free at <http://greenbiz.com/enewsletter/signup> (accessed 8/19/2009))
- *Wall Street Journal*

Objectives

1. Understand and appreciate the concept of sustainable development (MBA Objectives 3, 4)
2. Develop awareness of the impact that marketing has on key stakeholders and the planet (MBA Objectives 2, 3, 5)
3. Audit current sustainable marketing practices within a company (MBA Objectives 3,4)
4. Investigate the benefits of sustainable marketing (MBA Objectives 2, 3)
5. Apply the concepts of sustainable marketing (MBA Objectives 3, 5)

Assignments

- 1) **Global Sustainable Marketing Report.** (175 points possible): *Individual five-eight page report, not including cover page and reference list, 12 point, 1.5 spacing, 1 inch margins, single staple in the left-top corner, with citations and references, no folder.* You will select a global sustainable marketing topic of interest to you, including but not limited to products or services like cigarettes, oil/natural gas, diamonds, gold, shoes, basketballs, etc. Then you will write a report with the following sections:
 1. Summary of the topic: (2 pages)
 - a. Briefly define and explain the topic that you have selected in terms of the company, the market (consumers), competition, the marketing strategy and where the product is manufactured.
 - b. What is/are the major pros and cons of the issue(s)?
 2. Key Stakeholders: Identify the impact on society of the making and marketing of the product/service described (1 ½ to 3 pages)
 - a. Identify who are the key local, national, regional and global organizations/individuals affected and/or involved with the making and marketing of this product/service.
 - b. Identify key multilateral and bilateral treaties, protocols, agreements, etc. that address this issue.
 - c. Describe the interrelationships among the key stakeholders: Who is attempting to work/not work together? Who is benefiting? Who, if anyone, is being taken advantage of?
 3. Identify the environmental impact of the making and marketing of the product/service described. (1 – 2 pages)
 4. Evaluation and recommendations: (1 to 1 ½ pages)
 - a. Evaluate the effectiveness of current efforts to deal with this issue.
 - b. Recommend methods of improving the current efforts to deal with this issue.

This assignment will measure course objectives 1, 2, and 3 and KSOM Learning Objectives 1 and 3.

The report is due on or before the day of the final for this class.

- 2) **Develop a team sustainable marketing plan over the semester.** (625 total points possible; 125 for each presentation) A plan begins with a strong marketing strategy. Please review marketing strategy on the following website http://en.wikipedia.org/wiki/Marketing_strategy . There will be five presentations made by each team throughout the semester. You will find the specific requirements and the rubric for each presentation on Angel under Lessons. The subject of the presentations will be as follows:

- Sustainable product presentation September 15th and 17th, 2009
- PSLCA presentation October 6th and 8th, 2009
- Channel networks and sustainable marketing communications presentations Oct. 20th & 22nd, 2009
- Environmental pricing strategy presentations November 3rd and 5th, 2009
- Presentations on markets/ market developments; recap of marketing strategy including plans for control November 17th and 19th, 2009

This assignment will measure course objectives 4 and 5, and KSOM Learning Objectives 1, 3 and 5.

Class Involvement

I plan to teach this course through approximately 30% lecture, and 70% class exercises, discussion, class participation and class interaction. I need your help to make this happen! You have to participate and get involved - and you have to read the chapters in advance. Class involvement and interaction is very critical to learning and becoming comfortable with the material. Class involvement includes such things as the answering and asking of questions in class, participating in class discussion and exercises, presenting examples from business periodicals or experience, bringing in articles, new products, etc. (By-the-way, you have to be in class in order to be involved!) *Class involvement is worth 200 points for the semester.*

Attendance

Attendance is expected, but I understand that there may be times when you just cannot make it (alarm did not go off, hangover, dog ate homework, going home for the weekend on Tuesday, etc.) However, if you miss more than five classes be prepared to lose ½ letter grade for every class you miss after that. Participation and involvement are an easy 20% of your grade, but you have to be there to earn the points!

Class Rules

Using a cell phone (in any form) while in class is *verboten!* I also frown on people who get up and leave during class. It is extremely disruptive to everyone else. You should take care of those needs before you come into the classroom.

Gross Error Rule

In response to the demand for good communication skills in businesses today, I expect all students to write business English accurately and clearly. The minimum writing standard for assignments is a maximum of two gross writing errors per page of a double-spaced typescript. Examples of gross errors are: to begin a sentence without a capital letter; to end a sentence without a period or other punctuation marks; to misspell; to confuse "its" and "it's"; to confuse plurals and possessives, "companies" versus "company's" and so forth. Slight differences of style, such as use or absence of commas in some instances, are not gross writing errors.

If more than two gross writing errors per page are discovered, the grader will stop reading and give the paper an incomplete "I" grade. Upon resubmission, with the first submission attached, the paper will be given a grade one grade than the paper normally would have earned if it had not been rejected initially.

With modern word processors and attention to composition, the suggested writing standards are not difficult to meet.

FYI

Students with Disabilities: In order to receive appropriate accommodations, students with disabilities must register with the Center for Teaching and Learning Excellence and provide relevant and current medical documentation. Students should contact Mary Ellen Pichiarello (Extension 4039) or Jim Muniz (Extension 4218), 5th floor, St. Thomas Hall, for an appointment. For more information, see <http://www.scranton.edu/disabilities>.

Writing Center

The Writing Center provides one-on-one consultations focused on improving your writing skills at all stages of the writing process.

To meet with a writing consultant, stop by during the Writing Center's regularly scheduled hours. You may also call (941-6147) for an appointment or request an appointment by completing the Writing Assistance Request Form online. Online Consultations are also available. For more information, see <http://www.scranton.edu/writing-center>.

Grading

Assignment	Number of Points
Class participation/involvement	200
Global Sustainable Marketing Report	175
Sustainable product presentation	125
PSLCA presentation	125
Channel networks and sustainable marketing communications presentation	125
Environmental pricing strategy presentation	125
Presentation on recap of marketing strategy including markets/ market development and plans for control	125
Total possible	1000

KSOM CURRICULUM CHANGE ROUTING SHEET*

DESCRIPTION OF CURRICULUM CHANGE MKT 477 - New

Sustainable Marketing

APPROVED	DATE	SIGNATURE (Chair, Dean)	Routed to:	Date
Department	11/18/09	<i>Delya Sumrell</i>	<i>R. Grambo</i>	11/19/09
UG or Grad Program Committee	11/19/09	<i>[Signature]</i>		
KSOM Dean	11/19/09	<i>[Signature]</i>		
Grad Dean				
Assoc. Dean				