

Curriculum Proposal Signature Sheet

SUSTAINABLE STRATEGIC 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
SPONSORING DEPARTMENT(S)

Review and Approval Nov. 18, 2009
DATE(S)

Signature of Sponsoring Chair(s)/Date Delia A. Summalk 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

[Signature]

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

New Course

Course Title: Sustainable Strategic Marketing

Course Number: GRAD MKT **Date Of Initial Offering:** spring 2011
Semester year

Rationale for Course level

The objectives, text, readings, material and assignments are all geared toward the graduate level. A broader and more in-depth look at sustainable marketing is expected. As an example, the students are required to perform a product systems life cycle assessment (PSLCA) as part of the basis for setting the "true" price for a selected product.

Credit Hours: 3 **Format:** lecture lab other: _____

Frequency: annual each semester alternate years

Prerequisites: none

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

Catalog Description (50 word maximum)

The new paradigm of marketing for sustainability includes determination of the true cost of products and services as a foundation for sustainable strategic marketing planning. The course will focus on the relationship between sustainable development, marketing and all affected stakeholders. An applied research component that involves the local community is a requirement.

Similar Courses being offered at the University

I am not aware of any similar course being offered at The University.

Discuss Extent of overlap with existing courses

This course dovetails nicely with the other two business courses offered in the new Sustainable Technologies Administration (STA) masters program. It also serves to enhance necessary business skills of a graduate from the STA program.

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

No special resources are required. Everything needed is currently available through 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 Strategic Marketing
Course: MKT ----- (Graduate)	Semester:
Office:	Office hours:

Description

This graduate level 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 effect 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 the new paradigm of marketing for sustainability, which includes determination of eco and social costs of each product/service through PSLCA. 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. A practical research component that involves the local community is a requirement.

The new paradigm of marketing for sustainability includes determination of the true cost of products and services as a starting point for sustainable strategic marketing planning. The course will analyze and reflect on the relationship between sustainable development (SD), marketing and all affected stakeholders. A practical research component that involves the local community is a requirement.

KSOM Graduate Student Learning Goals and Objectives

The University of Scranton Kania School of Management MBA Program Student Learning Goals and Objectives:

- 1. Each student will be skilled in recognizing (dealing with) the implications of integrated business processes in managing the enterprise.**
 - Students will analyze ineffective business practices that result from poorly integrated business processes.
 - Students will formulate sound proposals for improving integrated business processes.
- 2. Each student will be ethical, socially responsible, and just when making business decisions.**
 - Students will evaluate business decisions within an ethical framework.
 - Students will critique business decisions on the basis of social responsibility.
 - Students will evaluate business decisions with regard to their impacts on environmental sustainability.
- 3. Each student will be capable of synthesizing/analyzing information as to make sound business decisions.**
 - Students will apply a systematic approach to solving business problems.
 - Students will evaluate financial statements and documents to support business decisions.
- 4. Each student will be a gatekeeper, trained to scan the global environment of business, identify current trends in the industry, and disseminate information throughout the firm.**
 - Students will analyze the impact of global business issues on specific management situations.
 - Students will relate current global events to emerging business opportunities.

5. **Each student will be a leader and/or manager who understands group dynamics and is capable of influencing others to achieve organizational goals**

- o Students will demonstrate appropriate group techniques to lead a team task that results in effective performance.
- o Students will demonstrate effective leadership skills in a group project.

(http://academic.scranton.edu/departments/assessment/ksom/ksom_mba_program.shtml)

Students will use appropriate technologies in gathering and analyzing data relevant to managerial decision-making.

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 the concept of sustainable development (MBA Learning Goal 2)
2. Develop awareness of the impact that marketing has on key stakeholders and the planet (MBA Learning Goals 1, 2, and 4)
3. Analyze and synthesize data toward development of a sustainable strategic marketing plan (MBA Learning Goals 1, 2, 3, and 4)
4. Apply the concepts of sustainable marketing (MBA Learning Goals 1 and 2)

Assignments

- 1) **Global Sustainable Marketing Topic Report.** The deliverable is an 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.

A more detailed look at the requirements of the project is available on Angel. A rubric is also available. *This assignment will measure objectives 1, and 2, as well as MBA learning goals 2 and 4. The report is due on or before the day of the final for this class.*

- 2) **Develop a team marketing plan for a local community enterprise with a focus on sustainability.** The deliverables will be a written plan, and an oral presentation to the class and the company you have selected to work with (at the same time). Material from the plan will have to be synthesized into an oral presentation of no more than 45 minutes. You will find the specific requirements of the projects and the rubrics for the written and oral components on Angel under Lessons. Before you can do the plan, you must make contact with a local company. You need to be sure that the selected organization is willing to cooperate with the team. The class will work with SBDC for leads. The team will:
- Select a company
 - Identify the mission, vision and strategic goals of the company
 - Perform an industry analysis
 - Research the external environment of the company you have selected, identify current trends, perform a SWOT, analyze the information and leverage it to prepare a sustainable strategic marketing plan
 - Identify sustainable marketing objectives with top management of the company
 - Identify a target market
 - Design, invent a sustainable product/service
 - Develop sustainable channel networks
 - Perform a PSLCA
 - Define the sustainable marketing communications for the product
 - Develop a DFE pricing strategy
 - Explain how the plan will be implemented and controlled
 - Analyze how well the marketing mix relates to the target market
 - The team will work closely with top management of the company throughout the project.

This assignment measures objectives 2, 3 and 4, and MBA Learning Goals 1, 2, 3, 4, and 5.

- 3) **Each team will prepare and present an assigned case study to the class.** The cases will be assigned at the beginning of the semester. Each team will review the case study, and prepare a presentation to the class. The details of the requirements for this project can be found on Angel. A rubric is also available on Angel.

This assignment measures objectives 1, 2, 3 and 4, and MBA Learning Goals 1, 2, 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. 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 Topic Report	175
Written Sustainable Marketing Report	250
Oral Sustainable Marketing Presentation	200

MKT --- Graduate Responsibility, Sustainability and Justice

Case study	175
Total possible	1000

Sustainable Strategic Marketing: For each assignment required, I use a rubric to determine how well the students are meeting the appropriate course objectives. Below is an example of a rubric that I will use to assess student's learning on the subject of Product Systems Life Cycle Assessment. The course will be revised if evaluations demonstrate that students fail to achieve one or more course objectives and/or if students fail to measure up to the overall program goals that are reflected by each objective.

MKT 5--: Rubric PSLCA Presentation

Date: Team # :

Points	Not Good Enough	Good	Best	
Overview/ Scope	Mention of product but no goals or poorly described goals; no boundaries and/or no methodology	Product system assessed; goal of assessment; system boundaries (define functional unit of analysis: did you leave anything out from the system, etc.); methodology used (if an existing LCA, state that)	Product system assessed; goal of assessment; system boundaries (define functional unit of analysis: did you leave anything out from the system, etc.); methodology used (if an existing LCA, state that) plus an explanation of the scope of the assessment	
Description of System	No use of diagrams or diagrams that are confusing or unfinished	Flow diagrams that show the different subsystems, processes and material flows that are part of the five stage, product system life cycle model	Flow diagrams to show the different subsystems, processes and material flows that are part of the product system life cycle model plus an explanation of the five stages of the PSLC	
Inventory Analysis	No numbers or inconsistent use of numbers that identify eco costs	Quantify eco costs from use of resources (energy requirements), waste generated and released to air, water and land	Quantify eco costs from use of resources (energy requirements), waste generated and released to air, water and land plus explanation of data collection and calculation procedures used to quantify the inputs and outputs that are	

			associated with the product system(s)	
Impact Assessment/ improvement	No mention of relationship between waste and resource depletion, human health, and ecosystem health	Relationships between waste and resource depletion, human health, and ecosystem health	Relationships between waste and resource depletion, human health, justice and ecosystem health plus some recommendations for improvement	
Presentation Quality	Weak PowerPoint presentation: inconsistent use of color, font, layout; no use or inconsistent use of citations and references; choppy transitions – no logical flow; does not explain the slides sufficiently; poor grammar and misspellings and no instigation of discussion	Understandable, consistent PowerPoint presentation: use of citations and references, smooth transitions – logical flow; clear explanation of the slides; good grammar and no spelling errors; use of charts/graphs/tables where appropriate	Excellent presentation: very clear, well worded presentation; consistent use of citations and references; smooth transitions – logical flow; clear explanation of the slides that include examples and links to other sources; good grammar and no spelling errors; use of charts/graphs/tables where appropriate; talking points/questions to instigate discussion	
TOTAL				

KSOM CURRICULUM CHANGE ROUTING SHEET*

DESCRIPTION OF CURRICULUM CHANGE Grad - New

Sustainable Strategic Marketing

APPROVED	DATE	SIGNATURE (Chair, Dean)	Routed to:	Date
Department	11/18/09	Debra Sumrell	S. Paltayotte	11/19/09
UG or Grad Program Committee	11/23/09	Ms. Lynn (Grad program committee)	KSOM Dean	11/23/09
KSOM Dean	11/23/09	<i>[Signature]</i>		
Grad Dean				
Assoc. Dean				