

# Western Ontario Summer School on Global Sustainability Practices in Marketing

Organized by [Western University](#) and [WU \(Vienna University of Business and Economics\)](#)

## Course outline

<b>Course title</b>	<b><i>Global Sustainability Practices in Marketing</i></b>
<b>Lecturers</b>	Western: Prof. Bonnie Simpson ( <a href="mailto:bonnie.simpson@uwo.ca">bonnie.simpson@uwo.ca</a> ) WU: Dr. Lukas Maier ( <a href="mailto:lukas.maier@wu.ac.at">lukas.maier@wu.ac.at</a> )
<b>Language of instruction</b>	English
<b>Course level</b>	Bachelor/Undergraduate – advanced level
<b>ECTS credits</b>	6 ECTS credits

### Aim of the course

The overexploitation of natural resources required to achieve economic growth and development has negatively impacted the environment and adversely affected our society at large. So, it is easy to see why ideas of new ways to create a more sustainable economic growth model are taking hold across the globe. This course introduces principles of sustainability in the global marketplace and applies them to real-life marketing settings and experiences. It considers the role of marketing in creating, facilitating, and communicating sustainable marketing activities, including barriers for sustainable consumption practices and tools to overcome them. The focus will be on understanding both firm and consumer roles in sustainability marketing: building knowledge about firm practices, impacts, and responsibilities, and consumer decision-making. Sustainability is an increasingly critical concept to understand as both consumers and organizations increasingly strive to engage in positive actions motivated by shifting values, consumer decisions, and the financial bottom line.

### Learning objectives

Taking this course, students will gain the following experiences and skillsets:

- Develop a nuanced understanding of the three dimensions of sustainability: society, environment and economy.
- Understand the fundamental change behind the transformation from the linear to the circular economy.
- Understand how sustainability challenges become business opportunities promoting value creation
- Learn how marketers can respond to opportunities and threats that arise from social, economic, and environmental change.
- Understand and critically reflect on the factors that make sustainability a

competitive differentiator.

- Develop a sustainable marketing plan, including activities that equally contribute to people, planet, and profit.
- Learn strategies to overcome psychological and situational barriers towards sustainable consumption and encourage sustainable consumption practices.
- Practice communication and international peer learning.

### Prerequisites and application requirements

Western University – Enrollment in 3rd or 4th year of the BMOS program.

WU - Bachelor/Undergraduate – advanced level

Application requirements for WU students can be found on our [application website](#).

### Teaching methods

This course takes place both online and in class at Western University in London, Ontario, Canada and will be co-taught by instructors from both Western and WU. In the first two weeks once per week synchronous online lectures (2hours) and readings are the basis of knowledge acquisition. A two-week intensive in-person experience at Western University will consist of lectures, interactive class discussions, activities both in and out of the classroom, field experiences, student group work, and guest speakers that will provide the opportunity to experience the concepts and theories of sustainability in the global marketplace.

### Pre-course assignment

Your pre-course assignment will weigh 15% of the total grade. It has **two parts**. The total student workload for the pre-course assignment will amount to approx. 5 hours.

#### Part 1: Introduction to sustainability (5%)

Your assignment consists of the following:

- 1) We ask you to please read the **“The Responsibility Revolution”** (Chapter 1, pp. 1-20) and watch **“The Story of Stuff” video** for the first online course module.
- 2) Based on the input, please summarize the gist of the book chapter and the video in just a few sentences (What is the main message?).
- 3) Moreover, find one link or commonality between the book chapter and the video (What do the two have in common?).

#### Part 2: Carbon Footprint Reflection (10%)

Your assignment consists of the following:

For this assignment, you will use an online carbon footprint calculator:

<https://www.footprintcalculator.org/home/en> [Links to an external site.](#)

Use the tool to estimate your own ecological footprint based on your personal consumption of resources. When available, add additional details to improve accuracy, such as in image below.

View your results and consider yourself relative to the average visible by clicking the small information circle next to the number of earths.

Submit a reflection paper (max. 500-750 words) that presents an analysis of your personal responses and results and their implications for sustainability marketing. Moreover, try to make connections to the readings and the content we discussed in the first online class.

<b>Course contents</b>	
<b>Online sessions</b> <b>August 17, 2026</b> <b>August 27, 2025</b>	<b>From 3:00 pm to 5:00 pm (4h total) – Vienna time</b>
<b>Session 1</b>	Welcome and Introduction to the Course, Overview of Evaluation, Group Introductions, Sustainability fundamentals
<b>Session 2</b>	Sustainability as a competitive differentiator, Change of perspective in how we approach business and economics
<b>Week 1 (at Western)</b>	<b>From 9:00 am to 12:00 pm + from 1:00 pm to 4:00 pm (30h)</b>
<b>Tuesday</b>	Creating a common understanding around sustainability
<b>Wednesday</b>	Sustainability models and history + Quiz 1
<b>Thursday</b>	How to shift consumer behaviors to be more sustainable?
<b>Friday</b>	Field trip
<b>Week 2 (at Western)</b>	<b>From 9:00 am to 12:00 pm + from 1:00 pm to 4:00 pm (24h)</b>
<b>Tuesday</b>	Group project work + coaching sessions
<b>Wednesday</b>	Group project work + coaching sessions
<b>Thursday</b>	Group project work + coaching sessions
<b>Friday</b>	Presentation of group project work + Closing event

## Criteria for successful completion of the course

Students will be assessed on their:

Assessment	
<b>Individual-level</b>	55%
• Pre-course assignment (15%)	
• Individual quizzes (30%)	
• Class participation (10%)	
<b>Group-level</b>	45%
• Field trip reflection (15%)	
• Final project presentation (30%)	
<b>TOTAL</b>	<b>100%</b>

*Please bear in mind that grading standards and procedures may differ between the two academic institutions.*

*Please note: students' attendance and punctuality are mandatory in all classes except in cases of illness.*

### **Academic Integrity:**

As a program which helps to create business and government leaders, University Faculty has an obligation to ensure academic integrity is of the highest standards. All cases of cheating or plagiarism, and any variations thereof, will be immediately referred to the Associate Dean/Vice- Rector for Studies. Students who participate in any form of cheating and/or plagiarism may be required to withdraw from the Faculty of Business/Department of Marketing and Communication.

Students are expected to carefully review the following points discussing academic integrity and group projects that have been adopted by our Faculty. Acts of academic dishonesty include, but are not limited to, the following:

- **using** the exact words of a published or unpublished author without quotation marks and without referencing the source of these words.
- **duplicating** a table, graph or diagram, in whole or in part, without referencing the source.
- **paraphrasing** the conceptual framework, research design, interpretation, or any other ideas of another person, whether written or verbal (e.g. personal communication, ideas from a verbal presentation) without referencing the source.
- **copying** the answers of another student in any test, examination, or take-home assignment.
- **providing** answers to another student in any test, examination, or take-home assignment.
- **taking** any unauthorized materials into an examination or term test (crib notes).
- **impersonating** another student or allowing another person to impersonate oneself for the purpose of submitting academic work or writing any test or examination.
- **stealing** or mutilating library materials.
- **accessing** test prior to the time and date of the sitting.
- **changing** name or answer(s) on a test after that test has been graded and returned.
- **submitting** the same paper or portions thereof for more than one assignment, without discussions with the instructor(s) involved.

Students should be aware that all instructors reserve the right to use plagiarism detection software program(s) to detect plagiarism for essays, term papers and other assignments.

### Assessment / Grading

The following grading scheme is applied (UWO and WU):

UWO grade	WU grade	Description
80-100	1	Exceptional, outstanding and excellent performance. Normally achieved by a minority of students. These grades indicate a student who is self-initiating, exceeds expectation and has an insightful grasp of the subject matter.
70-79	2	Very good, good, and solid performance. Normally achieved by the largest number of students. These grades indicate a good grasp of the subject matter or excellent grasp in one area balanced with satisfactory grasp in the other area.
60-69	3	Satisfactory, or minimally satisfactory. These grades indicate a satisfactory performance and knowledge of the subject matter.
50-59	4	Marginal Performance. A student receiving this grade demonstrated a superficial grasp of the subject matter.
0-50	5	Unsatisfactory performance

### Course literature (cases, papers, online material...)

- Power point slides
- Case studies
- Articles (TBA)

### Further readings suggested by the lecturer(s)

TBA

### Remarks

Please make sure to bring your laptop/tablet.