

6214 Conscious Marketing – Syllabus Summer Semester 2022



Instructors

Dr. Azra Bayraktar

Contact details

azra.bayraktar@wu.ac.at

Dates

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After the first environmental movements beginning in the 1970s and celebrating the first Earth Day in these years, it took 35 years that the mass public will start talk environmental issues in major platforms. In 2006 Al Gore's movie "Inconvenient Truth" and after publishing the "Green Marketing Manifesto" by John Grant in 2007 green marketing and consciousness the Eco Marketing became an issue for big companies like GE, Walmart to M&S and become a focal point in many business and political discussions. Sustainability has recently become the most important topic in many areas of the business world. Starting from the generating sustainable raw materials for the production process to using green energy for the production, treating the employees in an ethical way, reducing carbon footprint in logistics, sourcing local supplies, reorganizing the retail spaces and finally cooperating with the consumers in order to use recycling packaging, integrating them into the recycling process etc. Rethinking the whole value creation system sustainably offers managers different opportunities to redesign their value chain systems and transfer their brands into active brands, which stand for a purpose. In 2019, a report from an Australian Think Tank suggested that humankind could face an existential threat by 2050. Every sector and person should do more than not using a plastic bag. Especially marketing has a big role to integrate sustainability and social purpose, building brands and businesses that are both not bad (hybrid cars, reducing the carbon emission by 2030 relative to 2010) and 'net good', help to improve their health and well-being. In this class students will gain knowledge of bringing business model to 'net good', (taking proactive steps like IKEA) and creating sustainable offerings for their customers in a conscious way.

Learning outcomes

Students will learn the theoretical background about creating conscious and active brands, learning the purpose and the reason of this conscious movement and how they could be part of this movement, in order to help companies and Startups by creating an appropriate marketing plan. As an example, they have to compare different sectors and best cases for conscious marketing like textile, furnishing, automobiles, buildings, retailing, food, cosmetics, beauty etc. and make in-class presentations.



Attendance requirements

According to the examination regulations, full student attendance provided for a PI. Students need to attend at least 80% of class sessions in order to pass the course successfully. (They can miss 3 classes only in case of sickness etc.). In case of an absence, please notify the lecturer in advance.

Teaching/learning method(s)

The class uses a mix of teaching-centered lectures, case discussions, student presentations and guest lecture(s) to examine the conscious marketing. Throughout the course, a special emphasis is put on taking different disciplines (consumer behavior, global marketing, supply chain, etc.) into account.

Assessment

Grading Components:

Team presentations (40 points)
In-class participation (10 points)
Final exam: (50 points)

Grading Scale:

90 points or more: 1 (excellent)
80 points or more: 2 (good)
70 points or more: 3 (satisfactory)
60 points or more: 4 (sufficient)
59 points or below: 5 (fail)