

*"Sustainable development is...development that meets the needs of the present without compromising the ability of further generations to meet their own needs." - World Commission on Environment and Development, Our Common Future, 1987*

## **Sustainable Marketing Enterprises**

**BADM 505/590**

**Spring 2009<sup>1</sup>**

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### **Course Overview**

At the dawn of the 21<sup>st</sup> century, business and society is confronted with a confluence of factors ranging from environmental degradation, widespread poverty, and the need for renewable sources of energy. The diverse sources of information that point to an uncertain future suggests that a "business as usual" approach has to be replaced with more proactive alternatives that address the needs of the environment, consumer welfare and community development. This course on sustainable marketing management begins to address these issues and engender an appreciation among our students for the challenges that lie ahead for businesses.

The purpose of this class is to explore current challenges and opportunities facing firms in area of sustainability. Through lectures, case discussions, guest speakers, and a course-long project, each week we will examine and critically evaluate contemporary trends in sustainable marketing business practices with respect to environmental protection, community/economic development and consumer welfare. Using the realm of sustainable business practices, we will address related issues of incorporating social values into business objectives, social responsibility and the need to meet triple bottom lines relating to people, planet, and profit.

### **Course Description**

This seven week course will encourage students to examine marketing and business models through the lens of sustainability while emphasizing the interconnections between society and the environment. The proposed course is interdisciplinary in scope; it will build a

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<sup>1</sup> The course was piloted in Spring 2008 and is now part of the regular curriculum from 2009 for first year MBA students.

community of faculty and students from business, engineering and industrial design who are committed to developing marketing solutions and practices around sustainability.

We view the term sustainability in the broadest sense as it relates to the need to conserve and use natural resources to maximize individual and societal welfare for present and future generations. Our goals for this proposed experimental course are, first and foremost, to engender an appreciation among students for the need for sustainable marketing and business practices and the considerable challenges that need to be overcome to achieve such practices. The course objectives include providing students with:

1. an understanding of the relationship between sustainable business practices, societal welfare, and ecological systems
2. an understanding of marketing and business practices that are sustainable and work in harmony with, rather than in competition with, nature
3. an understanding of the leadership role marketing must play in creating the sustainable consumption society of the future.
4. an understanding of the interdisciplinary and eclectic nature of sustainable marketing
5. an opportunity to demonstrate how each element of the marketing mix can be adapted to implement sustainable marketing strategy in the broader context of a firm's corporate strategy.

Class lectures will cover different areas of business, such as process management, strategy, and finance, as well as product engineering and industrial design. Although the primary emphasis of the course will be on sustainable marketing management, such an approach necessarily interfaces with all areas of business and several other disciplines. Students are encouraged to explore a broad range of issues in sustainability from different disciplinary lenses to develop holistic solutions that address business challenges while maximizing societal welfare. We envision a learning experience that is global in scope. A range of cases and a course projects will be selected that cover different contexts across the globe covering advanced and developing economies, and covering markets that span the range of income levels.

## **GRADING**

**Group Project**..... 50%

Individual Assignments

Group assignments/Peer evaluations

**Class Participation & Assignments**..... 50%

Cases

In-class assignments

### **Attendance & Participation**

50% of the grade for this class is for participation in in-class assignments and discussions, and tutorials. Therefore, attendance is very important and a necessary condition for participation. Students who do not attend class regularly cannot participate effectively and can easily lose one or more letter grades. In-class work will involve presentations and write-ups of cases and other assignments throughout the semester.

### **Project**

The course emphasizes hands-on experience and applications. Therefore, a sizable portion of the grade is for a project where you will design a new product and develop a sustainable marketing plan. You will work in a group which will serve as a resource for completing several assignments and a final presentation and written report. Each individual's contribution to his/her group will be assessed by peer evaluation. The peer evaluation form is attached to the end of this handout. A deduction in the points earned for group assignments will be made in proportion to the group peer evaluations. This often leads to reduction of an individual's overall grade by one or more letter grades. Free riding will be identified & penalized in this course.

### **Grading**

The two most important aspects for grading are in-class work and participation in the group project. Therefore, lower performance in class work (i.e., missing class-work for more than 1 class) or in participation in group work (as indicated by peer evaluation below 100%) can lead to reduction in overall grade by one or more letter grades.

## Tentative Class Schedule

Week 1	Understanding the Need for Sustainable Business Practices Designing Sustainable Marketing and Business Strategies Crafting a Sustainable Marketing and Business Plan Project Group Formation Adobe Connect Training Case-BalaShakti
Week 2	Understanding Consumer Behavior for Sustainable Marketing Developing Insights from Sustainable Solutions for Subsistence Contexts Case - Sun Ovens Project - Diagnosis/Situational Analysis
Week 3	Designing Sustainable Goods and Services Guest faculty - Deana Mcdonagh, Industrial Design Project - Diagnosis/Brainstorming
Week 4	Solutions  Researching Sustainable Markets Project - Brainstorming Solutions
Week 5	Designing Supply Chains and Distribution Systems for Sustainability Guest faculty - Dilip Chhajed, Process Management Project -Assessing Solutions
Week 6	Pricing and Promoting Sustainable Products Project - Developing a Marketing Plan
Week 7	Project presentations and written reports due

## **Course Project- Developing a Sustainable Marketing Plan**

Your challenge is to develop a marketing plan for the launch of a new product. Overlaying the usual demands of a marketing plan is the need to address the broader issues of sustainability.

### **Organization and Content of the Marketing Plan**

The Sustainable Marketing Plan that you develop needs to address the following areas:

I. Executive Summary (Synopsis and major aspects of the marketing plan)

II. Marketing Situation Analysis

- A. Internal Strengths and Weaknesses (including strengths and weaknesses in the arena of sustainability)
- B. External Opportunities and Threats (including ecological issues, such as depletion of natural resources)

III. Desired Outcomes in terms of Profits, People, and Planet/Marketing Objectives (Goals and Objectives)

IV. Marketing Strategies

A. Target Market Selection

B. Marketing Mix (Product, Price, Promotion, Place)

V. Action Plans (Tactics)

A. Targeting and Positioning Statement

B. Strategic Map Linking Strategy to Objectives

C. Promotional Plan

D. Distribution Plan

E. New Product Forecast

F. Product Launch Schedule

G. Financial Forecast

H. Ecological Impact Forecast

## VI. Implementation, Controls, and Evaluation

A. Measures of performance - meeting triple bottom lines

B. Monitoring and evaluating performance on multiple dimensions