

Table 3 – Overview of Sustainable Marketing Enterprises Course

Assignments Preceding Sessions	Class Sessions	Orientation		
		Philosophical	Substantive	Methodological
<ul style="list-style-type: none"> • Analysis of a company's sustainable business practices • Reading on sustainability 	<ul style="list-style-type: none"> • Session 1: <ul style="list-style-type: none"> ✓ Meaning of sustainability ✓ Why bother ✓ Potential projects ✓ Local entrepreneurs each week 	<ul style="list-style-type: none"> • Envisioning different business models to meet global challenges and associated challenges 	<ul style="list-style-type: none"> • Larger context of population growth, poverty, and global sustainability 	<ul style="list-style-type: none"> • Bottom-up learning through examples
<ul style="list-style-type: none"> • Secondary research for projects • Unsustainable consumer behavior 	<ul style="list-style-type: none"> • Session 2 <ul style="list-style-type: none"> ✓ Sustainable consumer behavior ✓ Project presentation – General direction ✓ Short case assignments each week* 	<ul style="list-style-type: none"> • Envisioning changes in consumer behavior and associated challenges 	<ul style="list-style-type: none"> • Consumer behavior and sustainability in poverty contexts* 	<ul style="list-style-type: none"> • Bottom-up learning through introspection
<ul style="list-style-type: none"> • Identification of segments for project • Analysis of sustainable product design 	<ul style="list-style-type: none"> • Session 3 <ul style="list-style-type: none"> ✓ Sustainable product design ✓ Market research ✓ Project presentation – Identifying segments ✓ In-class assignment – Life cycle analysis 	<ul style="list-style-type: none"> • Envisioning sustainable product designs and associated challenges 	<ul style="list-style-type: none"> • Examples from subsistence contexts (e.g., distributed energy) 	<ul style="list-style-type: none"> • Project-based learning

<ul style="list-style-type: none"> • Primary research for projects • Product redesign 	<ul style="list-style-type: none"> • Session 4 <ul style="list-style-type: none"> ✓ Sustainable distribution and supply chains ✓ Designing and communicating a sustainable value propositions ✓ Project presentation – Research and product redesign 	<ul style="list-style-type: none"> • Envisioning sustainable supply chains, designing and communicating sustainable value propositions, and challenges 	<ul style="list-style-type: none"> • Role of poor producers in supply chains (e.g., Starbucks), implications for people and planet elements 	<ul style="list-style-type: none"> • Bottom-up learning from examples and bottom-up approach to research
<ul style="list-style-type: none"> • Business plan for projects • Case analysis • Analysis of value chain for products 	<ul style="list-style-type: none"> • Sessions 5 <ul style="list-style-type: none"> ✓ Case discussion ✓ Guest speakers ✓ Ecological extreme scenario analysis* 	<ul style="list-style-type: none"> • Analysis of role of broader vision and associated challenges in case study • Balancing stakeholder perspectives 		<ul style="list-style-type: none"> • Bottom-up learning from examples and projects
<ul style="list-style-type: none"> • Business plan for projects • Case analysis • Strategic planning • Analysis of ecosystems 	<ul style="list-style-type: none"> • Session 6 <ul style="list-style-type: none"> ✓ Case discussion – miniconference ✓ Design of ecosystems * ✓ Environmental challenges ✓ Sustainable business practices 	<ul style="list-style-type: none"> • Broadened discussion of new business models that incorporate visions for sustainability and associated challenges • Confronting challenges through a focus on core business functions and processes • Balancing stakeholder perspectives 	<ul style="list-style-type: none"> • Poverty and global sustainability 	<ul style="list-style-type: none"> • Case-based, assignment-based or project-based bottom-up learning
<ul style="list-style-type: none"> • Written Business plan for projects due in Week 7 or Week 8 depending on schedule 	<ul style="list-style-type: none"> • Session 7 <ul style="list-style-type: none"> ✓ Final project presentations 	<ul style="list-style-type: none"> • Incorporation of vision in business plan, finding solutions for associated challenges 		<ul style="list-style-type: none"> • Learning by doing

*Scheduling subject to time constraints.