

Course Description – Curriculum 2013

Subject: MK423 Sustainability Marketing

Credits: 3

Prerequisite: MK312

Description: A study of marketing management with responsibility to the environment and society. The course starts by discussing the adverse impact from conventional business and marketing practices. To ameliorate the situation, the concept of sustainable development is employed as a foundation and goal for corporate social responsibility(CSR)and responsible marketing. Subject to the constraints of sustainability of the ecology and society, the central issue is the development of competitive marketing strategies based on CSR to lower the negative impact while creating higher value to the environment and stakeholders. Equally important is the development of the means to enhance sustainable consumption, including de-marketing. This course concludes by touching on the application of marketing for not-for-profit organizations and social enterprises.