Module Title:	Sustainable Marketing
Language of Instruction:	English

Credits:	5

NFQ Level:	7

Module Delivered In	7 programme(s)

Teaching & Learning Strategies:	The teaching and learning strategies of this module incorporate a flipped classroom approach with a focus on interactive class exploration and discussion of key concepts.

Module Aim:	The aim of this module is to explore the impact of a more sustainable world on marketing practice.

Learning Outcomes
On successful completion of this module the learner should be able to:

LO1	Articulate the principles of sustainability in a marketing, business and wider context.
LO2	Analyse & reflect on the complex interrelationship between consumer, business, market & sustainability.
LO3	Assess & reflect on how the marketing function is and will respond to sustainability.

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

Module Content & Assessment

Indicative Content
Sustainability - Evolution & Principles Exploration of the evolution of sustainability in a business, marketing & consumer context: growth of consumerism; globalisation; corporate social responsibility; economic, environmental and social sustainability principles; triple bottom line.
Sustainability - Stakeholders & Drivers Exploration of the key stakeholders and drivers of sustainability: economic, environmental and social; global, European, national & local; SDGs; more sustainable consumer; consumer activism; circular economy; greenwashing; environmental impact; organic; Fairtrade; reducing consumption; sharing economy.
Sustainability - Response & Future Exploration of how marketing can act/react to demands of a more sustainable world/consumer - examination of sustainable marketing models; impact on marketing mix; development of sustainable marketing strategy.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Portfolio	Learners will be assessed by way of a portfolio of artefacts developed during the module that explore the various concepts and issues of sustainable marketing and address the learning outcomes. These artefacts may include; essay, blog, project, debate, film, case studies, involvement in sustainability campaigns, but not exclusively. There is scope to develop horizontal assessment with modules such as Event Management, Market & Customer Insights, Consumer Psychology & Behaviour, where these are taken in the same semester.	1,2,3	100.00	Sem 1 End

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Contact Hours	Every Week	3.00
Independent Learning Time	Every Week	6.00
	Total Hours	9.00

Workload: Part Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Contact Hours	Every Week	1.50
Independent Learning Time	Every Week	7.50
	Total Hours	9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	[Bachelor of Arts (Honours) in Content Creation and Social Media](#)	7	Mandatory
CW_HHIBU_B	[Bachelor of Business (Honours) in International Business](#)	7	Elective
CW_BBBBM_B	[Bachelor of Business (Honours) in Management](#)	7	Elective
CW_BPMKT_D	[Bachelor of Business in Marketing](#)	5	Elective
CW_BBDMA_B	[Bachelor of Science (Honours) in Digital Marketing with Analytics](#)	5	Elective
CW_BBDMA_B	[Bachelor of Science (Honours) in Digital Marketing with Analytics](#)	7	Elective
CW_BBDMA_D	[Bachelor of Science in Digital Marketing with Analytics](#)	5	Elective