

<b>Module Title:</b>	Sustainable Marketing
<b>Language of Instruction:</b>	English
<b>Credits:</b>	5
<b>NFQ Level:</b>	7
<b>Module Delivered In</b>	<a href="#">7 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	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.
<b>Module Aim:</b>	The aim of this module is to explore the impact of a more sustainable world on marketing practice.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
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.
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
<b>Incompatible Modules</b> <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b> <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
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**

<b>Workload: Full Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Contact Hours	Every Week	3.00
Independent Learning Time	Every Week	6.00
Total Hours		9.00

<b>Workload: Part Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
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	<a href="#">Bachelor of Arts (Honours) in Content Creation and Social Media</a>	7	Mandatory
CW_HHIBU_B	<a href="#">Bachelor of Business (Honours) in International Business</a>	7	Elective
CW_BBBBM_B	<a href="#">Bachelor of Business (Honours) in Management</a>	7	Elective
CW_BPMKT_D	<a href="#">Bachelor of Business in Marketing</a>	5	Elective
CW_BBDMA_B	<a href="#">Bachelor of Science (Honours) in Digital Marketing with Analytics</a>	5	Elective
CW_BBDMA_B	<a href="#">Bachelor of Science (Honours) in Digital Marketing with Analytics</a>	7	Elective
CW_BBDMA_D	<a href="#">Bachelor of Science in Digital Marketing with Analytics</a>	5	Elective