

University of International Business and Economics  
International Summer Sessions

**MKT 310: Environmental Marketing**

**Term: 18 December 2017 – 8 January 2018**

**Instructor: David Fitzgerald**

**Position: Managing Director, EcoMarketing Group Pty Ltd**

**Academic appointments:**

**Visiting Professor: IESEG School of Management (Paris & Lille, France)**

**Sessional lecturer: RMIT University, Melbourne, Australia**

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**Class Hours: Monday through Friday, 120 minutes each day (2,400 minutes in total)**

**Office Hours: Available by appointment**

**Teaching Assistant: TBA**

**Email: TBA**

**Total Contact Hours: 64 contact hours (45 minutes each, 48 hours in total)**

**Credit: 4 units**

**Course Description**

Environmental Marketing: The role of Marketing in developing sustainable outcomes for Business, Government and the Community.

The course has been designed to equip you with the tools to practically apply Environmental Marketing Principles to a range of current and emerging sustainability challenges.

The course addresses the paradigm that Marketing has a purely commercial role to play in the economy, and highlights how Environmental Marketing differs from other Marketing sub-disciplines such as 'Social Marketing' and 'Cause Related Marketing' by emphasizing the importance of integrating key elements (such as those listed below) into marketing strategies that are focused on affecting the conservation ethic of communities and its individual members:

- The importance geography
- The role of stakeholder network development
- The critical function of continuous profiling

**David Fitzgerald (Copyright EcoMarketing Group 2015 - 18©)**

This course offers a unique definition of Environmental Marketing that is highly practical, and one that has been accepted and utilised by leading government and academic institutions in Asia, Australia and in Europe. From a commercial perspective, you will develop the tools required to address shifts in consumers' perception of value as 'environmental considerations' emerge as key factors that fundamentally affect the economic landscape.

**Course Goals:**

This course aims to achieve the following:

- To provide students with the opportunity to learn how to effectively apply a range of Environmental Marketing Principles to issues of global significance;
- To demonstrate to students how Environmental Marketing differs from other Marketing sub-disciplines such as 'Social Marketing' and 'Cause Related Marketing';
- To provide students with an understanding of how Environmental Marketing frameworks can be applied to develop opportunities to better meet the expectations of today's consumer;
- To present students with an opportunity to apply skills they have learned throughout the course by developing strategies that address emerging environmental challenges;
- To develop an appreciation of how economies are being influenced by Environmental Sustainability challenges.

**Required Texts:**

Readings will be provided to you as PDFs.

**Attendance: Required**

**Grading Policy:**

Your final grade for the course will be calculated in the following way:

20%	Class test
30%	Group assignment
50%	Individual exam

**Grading Scale:**

Assignments and examinations will be graded according to the following grade scale:

A	90-100
A-	85-89
B+	82-84
B	78-81
B-	75-77
C+	72-74

C	68-71
C-	64-67
D	60-63
F	below 60

**General Expectations:**

**1. Research skills**

A sound knowledge of global environmental challenges is required. To capture this knowledge you will need to access credible information and apply this to your assignment and presentation. Your ability to demonstrate your understanding of key challenges will depend on how you decipher and evaluate the information these sources provide. Critical analysis of your research findings is essential.

**2. Strategic thinking and communication skills**

To effectively develop programs that assist organisations achieve their environmental sustainability objectives you will need to apply marketing frameworks strategically and communicate with stakeholders effectively.

For this course, you will be required to present your work in a manner that demonstrates your capacity to understand and communicate with stakeholders including community members, government and business organisations, in a way that promotes cooperation and a commitment to respond to the challenges the climate change presents.

You will be required to reference your work and apply the environmental marketing frameworks presented in the course.

**3. Class participation**

This class is designed to be interactive. In other words, your opinion will be requested in class - please be prepared to participate. Class discussion is essential to you successfully completing this course as it provides an opportunity for me to provide you with feedback and creates a platform to discuss key components of the course in-depth. To effectively participate in class please read the material provided prior to each session.

When we discuss issues in class please listen carefully to the person presenting their view – this will help you learn from each other's experiences.

***The Course Schedule is presented on the following page.***

Monday, 18 December 2016	<p>Course introduction:</p> <ul style="list-style-type: none"> <li>-Defining the course framework</li> <li>-Defining Environmental Marketing</li> </ul> <p>Reading: Stern Review Final Report (2006): The Economics of Climate Change (full executive summary)</p>
Tuesday, 19 December 2017	<p>The state of the environment</p> <p>Reading: IPCC, 2013, Working Group I Contribution to the IPCC Fifth Assessment Report. Climate Change 2013: The Physical Science Basis. Summary for Policymakers</p>
Wednesday, 20 December 2017	<ul style="list-style-type: none"> <li>-Environmental Marketing research approaches</li> <li>-Managing information systems</li> </ul> <p>Reading: Fitzgerald, D 'The savewater® Online Water Conservation Report.' (Dynamic reporting for the Australian Water Industry)</p>
Thursday, 21 December 2017	<ul style="list-style-type: none"> <li>-Environmental segmentation alternatives, target marketing and positioning</li> <li>-The role of geo-demographic segmentation in Environmental Marketing</li> </ul> <p>Nath, V.,Agrawal, R, Gautum, A., Sharma, V. (2015). Socio-demographics as antecedents of green purchase intentions: a review of literature and testing of hypothesis on Indian consumers. <i>International Journal of Innovation and Sustainable Development</i>. Volume 9, Issue 2.</p>
Friday, 22 December 2017	<p>The importance of Social Capital</p> <p>Reading: Pretty, J. (2003), 'Social capital and the collective management of resources', <i>Science</i>, vol. 302, no. 5652, pp. 1912-1914.</p>
Monday, 25 December 2017	<p>The role of the Internet in affecting product purchase and behaviour change.</p> <p>Reading: Cugelman.B et al (2009). "The Dimensions of Website Credibility and their Relationship to Active Trust and Behavioural Impact". <i>Communications of the Association for</i></p>

	Information Systems. Volume 24, 2009, Article 26
Tuesday, 26 December 2017	Stakeholder Management  <b>Class test</b>  No reading
Wednesday, 27 December 2017	The Psychology of Change: an overview  Reading: Defra (2008). <i>A Framework for pro-environmental behaviours</i> . London: Department for Environment, Food and Rural Affairs, January 2008.
Thursday, 28 December 2017	<b>Class exam</b>
Friday, 29 December 2017	Insights into consumer behaviour: Is environmental awareness affecting consumer choice?  Reading: Schwartz, S. (1977). Normative influences on altruism. <i>Advances in experimental social psychology</i> . vol, 10, 222-279
Tuesday, 2 January 2017	Emerging Issues and current debates: taking a position.  Resources: (students are encouraged to assess other resources in addition to the references below). • <a href="http://www.ipcc.ch">www.ipcc.ch</a> • <a href="http://royalsociety.org">http://royalsociety.org</a>
Wednesday, 3 January 2017	Social Dilemmas: Understanding resource and public good's dilemmas.  Reading: Hardin, G.R (1968). The Tragedy of the Commons. <i>Science</i> (Washington, D.C.), vol.162 p.1243
Thursday 4 January 2017	Communicating for Sustainability  Class workshop and case study that is assignment focused.
Friday 5 January 2017	The Organisation and the Environment

	<p>Reading: Maon.F, Lindgreen.A, Swaen. V (2008) Thinking of the Organization as a System:The Role of Managerial Perceptions in Developing a Corporate Social Responsibility Strategic Agenda. <i>Systems Research and Behavioral Science</i> Vol. 25, p.p. 413 - 426</p>
<p>Monday 8 January 2017</p> <p><b>Group assignment due and to be submitted at the beginning of class.</b></p> <p>Course recap</p>	<p>Measuring Sustainability:</p> <p>Resources:</p> <p><a href="http://www.globalreporting.org">www.globalreporting.org</a></p> <p><a href="http://www.sustainability-indices.com">http://www.sustainability-indices.com</a></p> <p><a href="http://www.naturalstep.org">http://www.naturalstep.org</a></p> <p><a href="http://www.iso.org">www.iso.org</a></p>

### Readings and materials:

Reference throughout the course will also be made to research that Industry has commissioned the session leader (David Fitzgerald) to complete. This research includes:

- The analysis of the water consumption patterns of approximately 1,382,000 Melbourne households.
- The creation of an Online Conservation Market that monitors Buyer Behaviour and reports on the rapid evolution of online activity as it relates to Environmental Sustainability.
- While seminal articles have been included in readings, students will be directed towards other (current/otherwise appropriate) references and resources to complement their assignment focus.