

Course Title	SUSTAINABLE AND GREEN MARKETING
Course Code	MKT 301
Course Purpose and Objectives	This course aims to develop students' ability to apply and analyse sustainable marketing principles within contemporary business environments. It focuses on how organisations integrate environmental and social responsibility into marketing strategy, decision-making, and value creation. Students will critically examine sustainability challenges, evaluate green marketing practices, and apply relevant frameworks to design responsible, ethical, and competitive marketing solutions.
Learning Outcomes	<ol style="list-style-type: none"> 1. Analyse the limitations of traditional marketing approaches and their impact on environmental and societal sustainability.. 2. Apply the principles of sustainable marketing to real-world organisational contexts, focusing on long-term stakeholder value. 3. Examine the role of stakeholders (customers, communities, regulators, environment) in shaping sustainable marketing strategies. 4. Illustrate the concept of value beyond profit, incorporating social and environmental dimensions into marketing decision-making. 5. Analyse the balance between short-term profitability and long-term sustainability in marketing strategy.
Course Content	<p>Introduction to Sustainable Marketing</p> <p>Evolution Towards Sustainable Marketing</p> <p>Stakeholder Theory and Marketing</p> <p>Value in Sustainable Marketing</p> <p>Sustainable Product and Service Design</p> <p>Measuring Sustainability and Marketing Performance</p>