



CORPORATE RESPONSIBILITY AND SUSTAINABILITY

Course code	<i>GRAV034</i>
Compulsory in the programmes	<i>International Marketing and Management</i>
Level of studies	<i>Graduate</i>
Number of credits and	<i>36 hours of class work, 124 hours of self-study, 2 hours of consultations (distant or direct form)</i>
Course coordinator (title and name)	<i>Assoc.prof.dr. Lineta Ramonienė linram@ism.lt</i> <i>Lect. Greta Monstavičė gremon@faculty.ism.lt</i>
Prerequisites	<i>None</i>
Language of instruction	<i>English</i>

AIM OF THE COURSE:

The overall goal of the course is to contribute to critical thinking and dialogue on ethical issues, sustainability and social responsibility. It means being able to reflect on and challenge values at three levels: At the individual level, concerning about moral dilemmas, value-conscious leadership and ethical wisdom. At company level, concerning the work environment, freedom of expression, social mission and responsibility towards various stakeholders. At the societal level concerning the relationship between economic growth / value creation and fair distribution, human rights, sustainability and safeguarding the value of nature.

This course seeks to advance understanding of how businesses can benefit from taking a more holistic approach to the marketplace. It adopts a macro-marketing lens focusing on the interplay between marketing and society. It encourages students to think critically about issues such as why markets change, contemporary consumer trends, as well as how businesses can benefit from embedding sustainability concepts into their everyday practice. The course achieve that by providing a broad range of tools and frameworks for understanding how business can interact with issues related to sustainability and corporate responsibility, taking a strategic business and marketing perspective. In particular, we examine how traditional marketing strategies can be incorporated into and/or modified in domains in which sustainability and corporate responsibility is critical. By necessity, it is essential to not only account for the role of firms and customers, but of government, non-profit organizations, employees, and other stakeholders.

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES), ASSESSMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Assessment methods	Teaching methods
CLO1. Understand the concept of sustainability and corporate responsibility and how that affects an overall business strategy.	Participation, individual assignment, pitch presentation of the sustainable marketing strategy	Case analysis, discussions, lectures, role-playing methods, reflection on guest speakers' stories.
CLO2. Recognize global challenges for sustainable products and corporate action.	Participation, individual assignment, pitch presentation of the sustainable marketing strategy	Case analysis, discussions, lectures, role-playing methods, reflection on guest speakers' stories.
CLO3. To identify the role that sustainability plays for organizational strategy.	Participation, individual assignment, pitch presentation of the sustainable marketing strategy	Case analysis, discussions, lectures, role-playing methods, reflection on guest speakers' stories.

CLO4. Create and launch a sustainability-communication plan.	Participation, individual assignment, pitch presentation of the sustainable marketing strategy	Case analysis, discussions, lectures, role-playing methods, reflection on guest speakers' stories.
CLO5. Be able to differentiate and position a sustainability-focused brand.	Participation, individual assignment, pitch presentation of the sustainable marketing strategy	Case analysis, discussions, lectures, role-playing methods, reflection on guest speakers' stories.
CLO6. Be able to identify the key impact areas and sustainability of a product in order to create a valid sustainability impact strategy.	Participation, individual assignment, pitch presentation of the sustainable marketing strategy	Case analysis, discussions, lectures, role-playing methods, reflection on guest speakers' stories.

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM reminds students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE

Class	Topic	In-class hours	Readings
1 November 6	Understanding Corporate Responsibility and Sustainability	4	<ul style="list-style-type: none"> Whelan, T., Fink., C., The Comprehensive Case for Sustainability, Harvard BusinessReview, 2016. European Parliament, Briefing: Understanding the Sustainable Development Goals, 2019, Retrieved from https://www.europarl.europa.eu/RegData/etudes/BRIE/2019/644217/EPRS_BRI(2019)644217_E
2 November 8	Evaluating Sustainability	4	<ul style="list-style-type: none"> Gallagher, M., The climate race: Sustainability lessons from Formula One, The Business of Winning, 2nd edition, Kogan Page, 2021.
3 November 9	Sustainable Innovation and Business	4	N/A
4 November 13	Sustainable Consumption	4	<ul style="list-style-type: none"> Casadesus-Masanell, Crooke, Reinhardt, and Vasishth (2009) "Households' Willingness to Pay for "Green" Goods: Evidence from Patagonia's Introduction of Organic Cotton Sportswear," Journal of Economics & Management Strategy Eccles, Robert, Ioannis Ioannou, and George Serafeim (2014), "The Impact of Corporate Sustainability on

			Organizational Processes and Performance” • Big Brands, Big Impact: A Marketer’s Guide to Behavior Change
START-UP IMPACT STRATEGY Due November 14th by midnight (00:00)			
5 November 15	Sustainable Branding	4	<ul style="list-style-type: none"> • Sustainable Brands Report (provided on e-learning) • Sustainable Brand Index Lithuania (provided on e-learning) • Casadesus-Masanell, Crooke, Reinhardt, and Vasishth (2009) “Households’ Willingness to Pay for “Green” Goods: Evidence from Patagonia’s Introduction of Organic Cotton Sportswear,” Journal of Economics & Management Strategy • Eccles, Robert, Ioannis Ioannou, and George Serafeim (2014), “The Impact of Corporate Sustainability on Organizational Processes and Performance”
6 November 16	Sustainable Pricing & Promotional for Sustainability	4	<ul style="list-style-type: none"> • Tully and Winer (2013) “Are People Willing to Pay More for Socially Responsible Products: A Meta-Analysis” NYU Stern • Van Doorn and Verhoef (2011) “Willingness to Pay for Organic Products: Differences between Virtue and Vice Foods,” International Journal of Research in Marketing • Trudel and Cotte (2009) “Does It Pay to Be Good?” MIT Sloan Management Review. • Hickle, Garth, Promoting product stewardship with eco-labels, certification programs, and product standards, Environmental Quality Management, Spring 2007. • Bickart, Barbara A.; Ruth, Julie A, Green Eco-seals and Advertising Persuasion, Journal of Advertising. Winter 2012.
7 November 21	Sustainable Product & Distribution	4	<ul style="list-style-type: none"> • Fernandez-Feijoo, Belen; Romero, Silvia; Ruiz, Silvia, Effect of Stakeholders’ Pressure on Transparency of Sustainability Reports within the GRI Framework, Journal of Business Ethics. Jun 2014. • Ku, Hsuan-Hsuan; Kuo, Chien-Chih; Wu, Ching-Luen; Wu, Chih-Ying, Communicating Green Marketing

			Appeals Effectively, Journal of Advertising. Winter 2012. • White, Katherine; Simpson, Bonnie, When do (and don't) Normative Appeals Influence Sustainable Consumer Behaviour? Journal of Marketing. Mar 2013.
8 November 23	Empowering for Sustainability and Presenting Sustainable Ideas: prep, visuals & structure	4	<ul style="list-style-type: none"> • Simon Sinek, How Great Leader Inspire Action, TedX, Retrieved from https://youtu.be/qp0HIF3Sf14 • White, K., Hardisty, D.J., Habib, R., The Elusive Green Consumer, Harvard Business Review, 2019. • Lodde, M., Huffenreuter, R.L., Braungart, M., den Held, D., Regenerative Sustainable Development: Towards a Triple Top Line approach and Increasing Positive Externalities, 2014. (optional) • Techstars, Techstars Chicago Demo Day 2021, Retrieved from https://youtu.be/ytSZ8Ph-CpA
9 November 30	Pitching Sustainable Ideas (the final assignment session)	4	NA
		Total: 36 hours	
	CONSULTATIONS	2	

FINAL GRADE COMPOSITION

Type of assignment	%
Participation in Case Discussions (individual)	20%
Startup Impact Strategy (individual)	30%
Pitch Presentation of a Sustainable Marketing Strategy (group)	50%
Total:	100

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

- **Participation in Case Discussions**

Students will be informed in advance which cases have to be read (prepared) for the following case-study discussions. Reading the case studies for the class discussion is required. Students not regularly participating in class/ case discussions will be graded with a "zero". Alternative assessments ("additional assignments" instead of taking part in some of the sessions) are not permitted (see study regulations).

- **Startup Impact Strategy**



The student will have to identify the key impact area of the chosen startup, pre-agreed sustainability criteria and the main communication messages to communicate the impact of the startup. More details on the assignment will be presented in class.

- **Pitch Presentation of a Sustainable Marketing Strategy**

Students will work in teams of four for this final assignment and prepare a startup-like pitch about the chosen startup and its sustainable marketing strategy, role-playing and delivering an investor pitch as co-founders of the selected startup. More detailed guidelines will be presented in class.

RETAKE POLICY

If the final grade is negative (less than 5), a student has the right to complete the Midterm Exam assignment again. The Retake is 30% of the grade. The Participation in case discussions and the Final Pitch Presentation can not be retaken.

REQUIRED READINGS

1. Gallagher, M., The climate race: Sustainability lessons from Formula One, The Business of Winning, 2nd edition, Kogan Page, 2021.
2. White, K., Hardisty, D.J., Habib, R., The Elusive Green Consumer, Harvard Business Review, 2019.
3. Whelan, T., Fink., C., The Comprehensive Case for Sustainability, Harvard Business Review, 2016.
4. Simon Sinek, How Great Leader Inspire Action, TedX, Retrieved from <https://youtu.be/qp0HIF3SfI4>
5. Techstars, Techstars Chicago Demo Day 2021, Retrieved from <https://youtu.be/ytSZ8Ph-CpA>
6. Big Brands, Big Impact: A Marketer's Guide to Behavior Change.
7. Sustainable Brand Index Lithuania (provided on e-learning).
8. Tully and Winer (2013) "Are People Willing to Pay More for Socially Responsible Products: A Meta-Analysis" NYU Stern
9. Ku, Hsuan-Hsuan; Kuo, Chien-Chih; Wu, Ching-Luen; Wu, Chih-Ying, Communicating Green Marketing Appeals Effectively, Journal of Advertising. Winter 2012.

OPTIONAL READINGS

1. Lodde, M., Huffenreuter, R.L., Braungart, M., den Held, D., Regenerative Sustainable Development: Towards a Triple Top Line approach and Increasing Positive Externalities, 2014.
2. European Parliament, Briefing: Understanding the Sustainable Development Goals, 2019, Retrieved from [https://www.europarl.europa.eu/RegData/etudes/BRIE/2019/644217/EPRS_BRI\(2019\)644217_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/BRIE/2019/644217/EPRS_BRI(2019)644217_EN.pdf)