

Syllabus for SMGT 330 Marketing for a Sustainable World

NOTE: This syllabus document contains the basic information about this course. The most current syllabus is available in the course.

Course Description

An analysis of an organization's opportunities to develop sustainability practices as they relate to the development of product, pricing, supply and distribution channels (retail, wholesale), promotion (advertising, sales promotion, public relations), and target markets.

Prerequisite(s)

SMGT 235 Economics in Society and Sustainability

Course Outcomes

Upon completion of this course, you will be able to:

- Explain sustainable marketing's role in a global framework.
- Evaluate sustainable marketing opportunities in uncontrollable environments.
- Understand buyers and markets.
- Evaluate sustainable product and pricing strategies within an organization.
- Identify sustainable marketing opportunities through the marketing research process.
- Explain the demographic and behavioral dimensions of consumer and industrial markets as they relate to sustainable marketing.
- Identify and explain the four basic elements of the "marketing mix"—product, price, place, and promotion—as they relate to sustainable marketing.
- Evaluate sustainable channel development strategies within an organization.
- Evaluate sustainable marketing communications strategies within an organization.

- Develop a cross-functional management orientation that promotes a company-wide effort towards the development of sustainable practices.

Course Requirements/Components

Original Work

You are expected to turn in first-class original work. You are responsible for meeting all course objectives and completing the required activities. If you find you are falling behind, call the instructor to work out a completion strategy. Don't just pick up where you left off — some assignments are time sensitive.

Communication Skills

You are expected to have the competencies of effective communication. Therefore, your work will be evaluated according to acceptable standards of communication (reading, writing, speaking, listening, mathematics), which the instructor considers essential for university level work. Please use the spelling and grammar features found in Word or Google Docs. Points will be deducted for poor grammar, spelling, and incorrectly cited resources. Additional help from the online application [grammarly.com](https://www.grammarly.com) is also really useful. For citations, use the reference manager for your text editor (*Citation Manager* for MS Word; *Paperpile* for Google Docs).

On-Time Participation

It is assumed you will be on time for all assignments and discussions. But as life has a way of surprising us, you are offered three no-penalty late submissions. After that, all late submissions will receive a penalty.

Quizzes

The quiz questions will be drawn from the required textbook readings. Supplemental materials will not be on the quizzes.

The chapter quizzes will be open book, but do **not** do the quizzes at the same time you're reading the chapter for the first time. Quiz questions will be based on your understanding, not how well you can look things up. As they grade themselves automatically, quizzes can be taken any time until semester end. For best results though, don't wait too long after the unit to take the quiz. There will also be a quiz on the syllabus and introductory items of the course.

Discussions

The discussion area will be the place to explore the material we'll be covering in more depth. To make things faster and easier for everyone to reply, please do not include attachments. Unless otherwise instructed, use only the in-course online text editor to complete discussion assignments. **Note:** Resources used for all discussions and assignments must be properly cited. Improper citations will lose points.

It's strongly advised though that you do your original discussion writing (initial and reply posts) in Word, then copy and paste your work into the discussion. It eliminates the possibility of losing your work due to a network connection failure, and it lets you easily create and manage your citations. (Word's Citation Manager is awesome!) Resources you discover to create your discussion posts could be super useful for use in your Marketing Plan.

To earn full discussion points, you must complete an initial post as assigned and provide at least two well-considered comments. "Yes I agree," while a nice, supportive comment, doesn't take the conversation further. Talk about why you agree, and offer insight that might get someone to reply to you too. Every initial post should have at least two comments. When necessary due to post availability, come back a bit later to make your comments and help make sure everyone feels welcomed and valued in the discussion. The word count for the discussions is to give you a feeling for depth. You don't need to write a small dissertation, but on the flip side, you'll need to present your ideas well and with correctly used and detailed citations.

Grading Policy

Points will be deducted for poor grammar, spelling, and incorrectly cited resources.

In addition to providing appropriate work for each assignment, you are asked to do specific tasks with regard to due dates, format, file naming, and content. The following is a list of areas where assignments will lose points:

- Late: 10-point loss

- Did not cite specifics from the book or other required resources: 5-point loss
- Improper/Missing: in-text callouts, citations, Works Cited: 5-point loss
- Did not use proper header info, format, or file name: 5-point loss

Assignment	Points and Percentages
Participation (Discussions, Assignments, Comments)	400 points, 40% of final grade
Quizzes	150 points, 15% of final grade
Marketing Plan Drafts	250 Points, 25% of final grade
Marketing Plan Final	200 Points, 20% of final grade

Note: An extra credit assignment is available in the course.

Letter Grades

Note: A+ is an informal in-class grade of extra note. It is officially recorded as an A.)

A+	100	A	99-93	A-	92-90
B+	89-88	B	87-83	B-	82-80
C+	79-78	C	77-73	C-	72-70
D+	69-68	D	67-63	D-	62-60
F	59-0				