



Course Syllabus

Sustainable Marketing Strategies

August - December 2026

Elective Course

Ventura, José PhD

I. General Information

Course Name:	Sustainable Marketing Strategies		
Prerequisite credits:	100 approved credits	Code:	17993
Prerequisite courses:	None	Semester:	2026-2
Credits:	3	Cycle:	Elective Course
Hours per week	3 hours	Modality:	Remote
Careers	Marketing Administration	Coordinator:	Yolanda Valle yvalle@esan.edu.pe

II. Overview

Environmental issues affect firms in many ways. To the marketing professional, environmental issues may provide a new market niche or product category through 'green marketing' efforts. A firm's environmental reputation may also have a positive impact on the firm by enhancing the overall image of the company and its brands in the minds of customers or other stakeholders. On the other hand, environmental concerns can easily destroy a firm's reputation or brand name image.

The course is a mix of theory and practice. It is aimed at developing knowledge of sustainability in business through a marketing lens. In addition, it answers why this topic is important to future business leaders, and it suggests characteristics to make sustainability a successful component of business strategy.

In particular, the course aims to help students to gain an understanding of sustainability in business, to analyze marketing strategies around sustainability, and to identify and evaluate business opportunities.

III. Course objectives

This course has three main objectives to provide students with a managed approach of sustainable business.

First, the students will gain an understanding (and be able to describe and explain) the main approach to the new sustainable marketing paradigm.

Second, the students will analyze and design marketing strategies around sustainable products and services. How new consumers are segmented, what are their interests, and how to apply new sustainable marketing strategies in the elaboration and promotion of sustainable products and services.

Third, the students should be able to apply tools to promote innovation in sustainable business.

IV. Learning Objectives

At the end of the course the student will be able to perform in five dimensions:

Knowledge

- Understand and explain the importance of the new sustainable approach.
- Explain sustainability marketing (social impact marketing) and how it differs from regular marketing.
- Identify and define the role of business in the context of environmental challenges.

Skills

- Describe how green consumers are segmented and what their main green interests are, as well as their key psychographic features.
- Understand the main environmental impacts of a wide range of products and services (including electronic equipment, furniture, electric power, heating and cooling systems, cleaning services and products, textile products, office equipment, food, and beverages, etc.), and the approaches used to address those impacts in the context of the proposed sustainability criteria.

Critical Thinking and Analytical Competence

- Identify and discuss sustainable marketing frameworks.
- Describe and discuss examples of strategies and best practices for innovation in the creation and production of sustainable products and services.

Ethical Awareness

- Identify and discuss successful and unsuccessful components of a sustainable marketing strategy.
- Promote ESG goals and measurement frameworks.

Communication and Collaboration Skills

- Demonstrate written and verbal communication skills to communicate about a sustainable project.
- Use team work to figure out new approaches to establish credibility and transparency in the promotion of green products and services, engage consumers, and avoid greenwashing.

V. Methodology

The methodology of the course emphasizes the active participation of the student, with the teacher assuming the role of learning facilitator and project coach. Classes will be generally composed of theory presentation, analysis and discussion of readings, the study and discussion of cases or a practical sustainable project to be completed in groups.

The course will accomplish the learning objectives through a diverse mix of methods and activities, including:

- Analysis and evaluation of at least one or more actual cases.
- In-class short case studies, exercises, and project development work.
- Presentations of the group's sustainability project (service or product).
- Development of a business model.

VI. Evaluation

The evaluation system is comprehensive, and it is intended to promote student learning. The course grade is an average of the permanent evaluation (PEP) (60%), the midterm exam (EP) (20%) and the final exam (EF) (20%)

Recommendations for students

Course participation does not just mean attending class. It means participation in the class as a whole and the quality of that participation.

- Attendance is essential and expected. Since this course is online, attendance is a critical component for this course.
- Class participation is evaluated on the quality of your participation and its contribution to improving the learning experience of the class. Note that quality is not necessarily a function of quantity. Quality is assessed by preparation, argument strength (well supported points), and the extent to which the entire class benefited from your comments.
- Many people are intimidated by the "obligation" of speaking up in class. Don't be. Your anxiety will be reduced only through practice! Getting comfortable with public speaking will give you a HUGE career advantage. Here's the secret to cutting your stress level - BE PREPARED. Your class participation grade is weighted heavily in favor of quality over quantity.
- To help encourage participation, I will call on a rotating group of students each week to share their in-class work on the hands-on portion of the lecture.

The following table provides the weights of the permanent evaluation:

PERMANENT EVALUATION PONDERATE (PEA) 70%		
Evaluation Type	Description	%
Diagnostic test	Admission Test	0%
Reading Quiz (4)	Quiz is based on the four chapters assigned as reading, or based on theory papers (5% each)	20%
Instructional videos (8)	Students will watch didactic videos selected by the teacher and answer questions posed to them in class, the value of this method is to promote group discussion on the subject under study. (2.5% each)	20%
Case Study (8)	In groups, eight case studies will be reviewed based on the topics covered in class. Students are required to prepare a presentation of the cases, which will be discussed in a plenary session. (2.5% each)	20%
Sustainable Marketing Project	Part 1 – Elevator Pitch & Concept Brief (delivered as a workshop presentation)	5%
	Part 2 – Opportunity Assessment (written online report)	5%
	Part 3 – Sustainable Marketing Business Model (written online report & short online presentation)	10%
	Part 4 – Launch of Business Pitch (delivered as a workshop presentation)	15%
Class Attendance & Participation	Regular and punctual attendance. Active participation in group work and class activities	5%

The final average (FA) is obtained as follows:

$$FA = (0,70 \times PEA) + (0,30 \times FP)$$

Where: **FA:** Final Average, **PEA:** Permanent Evaluation Average, **FP:** Final Presentation

VII. Program content

CLASS	CONTENT	ACTIVITIES / EVALUATION
LEARNING UNIT 1: INTRODUCTION TO SUSTAINABLE MARKETING LEARNING OUTCOMES: - Understand and explain the importance of the new sustainable approach. - Explain sustainable marketing (social impact marketing) and how it differs from regular marketing.		
1st August 17 to 22	INTRODUCTION TO SUSTAINABLE MARKETING 1.1 Course Introduction. 1.2 Climate change in a business context. 1.3 Corporate responsibility & sustainability. 1.4 Business sustainability as a market shift.	Presentation of the Course Methodology Activity N° 1 (team building) Class exposition. Revision of the final group work guidelines.
	Mandatory reading Weng M. (2022). Empowering marketing organizations to create and reach socially responsible consumers for greater sustainability. In <i>Social and Sustainability Marketing</i> (pp. 3-9). Routledge.	CASE STUDY 1 IKEA
2nd August 24 to 29	THE NEW GREEN MARKETING PARADIGM 2.1 Green business opportunities. 2.2 Green is mainstream. 2.3 Analysis of strategies and rules for green marketing success. 2.4 Green consumers.	Discussion of the Lecture 1. Class exposition. Definition of themes for the final group works.
	Mandatory reading Sharma, R.R., Kaur, T. and Syan, A.S. (2021), "The Basic Concept of Sustainability Marketing", <i>Sustainability Marketing</i> , Emerald Publishing Limited, Leeds, pp. 63-77. https://doi.org/10.1108/978-1-80071-244-720211005	1st Reading Quiz Sharma, R.R., Kaur, T. and Syan, A.S. (2021), "The Basic Concept of Sustainability Marketing", <i>Sustainability Marketing</i> , Emerald Publishing Limited, Leeds, pp. 63-77. CASE STUDY 2 PATAGONIA
LEARNING UNIT 2: DEVELOPING SUSTAINABLE MARKETING OPPORTUNITIES LEARNING OUTCOMES: - Identify and define the role of business in the context of environmental challenges. - Identify the importance of sustainability as a future business model.		
3rd August 31 to September 5	SOCIO-ECOLOGICAL PROBLEMS 3.1 Socio-ecological problems at the macro level. 3.2 Scarcity of resources. 3.3 Socio-ecological impact of products at the micro level. 3.4 The role of the media.	Discussion of the Lecture 2. Class exposition. CASE STUDY 3 BHOL SCANDAL
	Mandatory reading Belz, F. (2010) Socio-ecological problems. In: <i>Sustainable Marketing</i> . (pp. 45-70). Wiley.	

4th September 7 to 12	SUSTAINABLE CONSUMER BEHAVIOR 4.1 Sustainability and consumption. 4.2 The consumption processes. 4.3 Understanding sustainable consumer behavior. 4.4 Harnessing consumer behavior. Mandatory reading Belz, F. (2010) Sustainable consumer behaviour. In: Sustainable Marketing. (pp. 71-97). Wiley.. Activity No. 3 Step 1. Sketch and Set Exercise 3 to 5 (Group project) CASE STUDY 4 GREMEEN BANK	
LEARNING UNIT 3: Developing sustainability marketing strategies. LEARNING OUTCOMES: - Describe how green consumers are segmented and what their main green interests are, as well as their key psychographic features. - Understand the main environmental impacts of a wide range of products and services, and the approaches used to address those impacts in the context of the proposed sustainability criteria.		
5th September 14 to 19	Marketing Strategies 5.1 Competitive advantage. 5.2 Segmentation. 5.3 Targeting. 5.4 Positioning. Mandatory reading Sargin, S. (2023) Sustainable Marketing. In: The Essentials of Today's Marketing. First Edition E-ISBN 978-625-6939-76-9 (pp. 234-248) Additional reading Belz, F. (2010) Sustainable marketing strategies. In: Sustainable Marketing. (pp. 123-148). Wiley.	Discussion of the Lecture 4. Class exposition. 2nd Reading Quiz Sargin, S. (2023) Sustainable Marketing. In: The Essentials of Today's Marketing. First Edition E-ISBN 978-625-6939-76-9 (pp. 234-248)
6th September 21 to 26	WORKSHOP 1: Activity Step 1: Sketch and Set Exercise 1 and 5	Group Project
7th September 28 to October 3	Presentation Elevator Pitch & Concept Brief Group Project Presentation – Progress 1.	Group Project
LEARNING UNIT 4: DEVELOPING THE SUSTAINABLE MARKETING MIX LEARNING OUTCOMES: - Identify and discuss successful and unsuccessful components of a sustainable marketing strategy. - Describe and discuss examples of strategies and best practices for innovation in the creation and production of sustainable products and services.		
8th October 5 to	CUSTOMER SOLUTIONS 8.1 Marketing myopia. 8.2 Analyze prospective customer needs.	Class exposition.

10	8.3 Propose a new solution. 8.4 Obtain feedback and results.	CASE STUDY 5 TESLA
	Mandatory reading Belz, F. (2010) Customer solutions. In: Sustainable Marketing. (pp. 151-173). Wiley.	
9 th October 12 to 17	COMMUNICATIONS 9.1 Ambiguous communication. 9.2 Product communication includes social, economic and environmental components. 9.3 Credibility of sustainability communication. 9.4 Greenwashing.	Class exposition. 3rd Reading Quiz <i>Fuxman L. Mohr I. Mahmoud A. B. Grigoriou N. (2022). The new 3Ps of sustainability marketing: The case of fashion., 31, 384–396.</i> <i>CASE STUDY 6 ADIDAS CAMPEIN</i>
	Mandatory reading Fuxman L. Mohr I. Mahmoud A. B. Grigoriou N. (2022). The new 3Ps of sustainability marketing: The case of fashion.Sustainable Production and Consumption, 31, 384–396. 10.1016/j.spc.2022.03.004 Additional reading Belz, F. (2010) Communications. In: Sustainable Marketing. (pp. 175-199). Wiley..	
10 th October 19 to 24	PRICING IN SUSTAINABLY MARKETING 10.1 The customer perspective 10.2 The marketer perspective 10.3 The nature of price systems 10.4 Value through Sustainability	Discussion of the Lecture 10. Class exposition. CASE STUDY 7 VOLKSWAGEN SCANDAL
	Mandatory reading Belz, F. (2010) <i>Chapter 9. Customer cost.</i> In: Sustainable Marketing. (pp. 200-225). Wiley	
11 th October 26 to 31	SUSTAINABLE PRODUCT DESIGN 11.1 Lifecycle approach and circular economy. 11.2 Packaging and environmental Impact. 11.3 Waste hierarchy pyramid. 11.4 Existing certification schemes.	Discussion of the Lecture 11. 4rd Reading Quiz Edyta Rudawska, (2019) "Sustainable marketing strategy in food and drink industry: a comparative analysis of B2B and B2C SMEs operating in Europe", Journal of Business & Industrial Marketing, https://doi.org/10.1108/JBIM-05-2018-0171 Permanent link to this document: https://doi.org/10.1108/JBIM-05-2018-0171
	Mandatory reading Edyta Rudawska, (2019) "Sustainable marketing strategy in food and drink industry: a comparative analysis of B2B and B2C SMEs operating in Europe", Journal of Business & Industrial Marketing, https://doi.org/10.1108/JBIM-05-2018-0171 Additional reading Martin, D. (2014) Sustainable products and services. In: Sustainable Marketing. (pp. 137-154). Pearson	
12 th November 2 to 7	WORKSHOP 3: Activity Step 2: Build Exercise 7 to 10	

LEARNING UNIT 5: SUSTAINABLE MARKETING CHALLENGES		
LEARNING OUTCOMES:		
● Define key business model types and design an appropriate business model for a defined opportunity. ● Identify and discuss successful and unsuccessful components of a sustainable marketing strategy. ● Promote ESG goals and measurement frameworks.		
13th November 9 to 14	INNOVATE FOR SUSTAINABILITY 13.1 Innovate at the system level. 13.2 New business models. 13.3 New materials and technologies. 13.4 Enhancing partnerships.	Discussion of the Lecture 12. Class exposition.
	Mandatory reading Belz, F. (2010) Reframing sustainability marketing In: Sustainable Marketing. (pp. 269-286). Wiley.	CASE STUDY 8 TUNKY CAFFE
14th November 16 to 21	ETHICAL DIMENSIONS OF SUSTAINABLE MARKETING 14.1 The relationship between business and society. 14.2 Underlying principles of responsible business: Value, Balance, and Accountability. 14.3 Sustainability as a science-based framework for ethics. 14.4 The relationship between individual consumption and ethics.	
	Mandatory reading Diane Martin John Schouten (2014) <i>Chapter 3. Ethical Dimensions of Sustainable Marketing</i> : in Sustainable Marketing. First Edition. Pearson New International Edition	
15° November 23 to 28	WORKSHOP 4: Activity Step 2: Build Exercise 11 to 18	
16° November 30 to December 5	Presentation Elevator Pitch & Concept Brief Group Project Presentation – Final.	

VIII. References

Textbook (Selected Chapters)

- Frank Martin Belz and Ken Peattie (2010). Sustainability Marketing. A Global Perspective. Wiley, 2010.
- Diane Martin John Schouten (2014) Sustainable Marketing. First Edition. Pearson New International Edition
- Jacquelyn A. Ottman (2011) The New Rules of Green Marketing Strategies, Tools, and Inspiration for Sustainable Branding. Greenleaf publishing.
- Bhattacharyya, J. Kumar Dash, M. Hewege, Ch, Marc, W. (2021). Social and Sustainability Marketing A Casebook for Reaching Your Socially Responsible

Theory papers

- Joya A. Kemper & Paul W. Ballantine (2019) What do we mean by sustainability marketing?, *Journal of Marketing Management*, 35:3-4, 277-309, DOI: 10.1080/0267257X.2019.1573845
 - Fuxman L. Mohr I. Mahmoud A. B. Grigoriou N. (2022). The new 3Ps of sustainability marketing: The case of fashion. *Sustainable Production and Consumption*, 31, 384–396. 10.1016/j.spc.2022.03.004
 - Taoketao, Eerdun; Feng, Taiwen; Song, Yongtao; Nie, Yu (2018). Does sustainability marketing strategy achieve payback profits? A signaling theory perspective. *Corporate Social Responsibility and Environmental Management*, (), -. doi:10.1002/csr.1518
 - Katrandjiev, H. (2016). Ecological marketing, green marketing, sustainable marketing: Synonyms or an evolution of ideas. *Economic Alternatives*, 1(7), 71-82.
- Additional Readings or Graded Practical cases may be assigned from time to time.

Guidebook for Group Work

- Farreny, R., Benet, A., Morales, L., Cerantola, N., Cormenzana, M. Iglesias, J. and Merlo, G. (2015) Create your Green Business! **Handbook** for Green Entrepreneurs in the Mediterranean. Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC)
- Farreny, R., Benet, A., Morales, L., Cerantola, N., Cormenzana, M. Iglesias, J. and Merlo, G. (2015) Create your Green Business! **The Workbook** for Green Entrepreneurs in the Mediterranean. Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC)

IX. Lab Support

Not necessary

X. Professor

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