

## Marketing & Society: Values, Change & Social Impact

UGRA\_006332

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Departments	Department of Marketing
Teaching Languages	English
ECTS	4
Teacher responsible	Gabarro Sust Marta - marta.gabarro@esade.edu

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### Course Goals

The course's learning outcomes for participants are:

- 1.- Consolidate the marketing knowledge and understand the role of marketing in sustainable practices (impact or positive marketing).
- 2.- Become familiar with different concepts of positive marketing and social impact (SDG, ESG, Triple bottom line, Shared Value, Branding & sustainability, greenwashing, etc).
- 3.- Prepare a real marketing plan and present it to the company. This plan will address a genuine business challenge while reflecting the previous two objectives with practical and real business needs delivering on the concept of "better marketing for a better world".

### Previous knowledge

The course requires participants to have taken the core Marketing courses, enabling them to work with concepts such as market orientation, strategic marketing (targeting, segmentation, positioning) and operational marketing (i.e. marketing mix).

### Prerequisites

IMPORTANT INFORMATION: This elective is in English however to enroll, students must have a minimum level of Spanish (in particular, in terms of their listening comprehension skills).The company for which we will be carrying out the project may be presenting in Spanish and/or sharing supporting material in Spanish.

### Teaching methodology

Very Practical Hands-On Elective:

- Focuses on practical skills with real-world relevance.
- Components include lectures, hands-on activities, and student-led class discussions.
- Encourages active participation in discussions.

Real Business Case Challenge:

- Students collaborate in groups to address a real sustainability or social challenge proposed by actual companies.
- Guided by real executives throughout the process.
- Students improve communication and persuasion skills by presenting business-oriented solutions.
- Regular faculty feedback refines student projects.

### Description

## Course contribution to program

Sustainability leadership skills and strategies for managing climate change and social equalities, facilitating ESG integration, and creating long-term value for shareholders and society are becoming more and more important for today's managers.

And marketing is a critical enabler to support the organization in defining, implementing, and governing the required shift for more sustainable businesses. Sustainability means meeting our own needs without compromising the ability of future generations to meet their own needs.

This subject enables students to consolidate and apply their knowledge of the marketing field, helping the business community to have a positive social or environmental impact. In other words, it allows students to further explore how marketing strategies can create value for society.

Since its outset in the mass commodity market, marketing has been stigmatized as a means to create needs, encourage unsustainable consumption or simply to maximize profits for firms. All this has led both experienced professionals and new generations to consider other possibilities within the marketing fields. Two important macro-trends are generating these opportunities for marketing: the need for more sustainable practices (ESG) and the consumption trend towards more sustainable products and services.

Upon successfully completing this course, students will not only have a broader vision of the trends and opportunities for their future careers but also the real experience of having worked on and developed these new concepts. This is a differential experience which students can develop further in their careers. For those interested, it is a unique, distinctive, exciting, and highly professional experience.

## Bibliography

Philip Kotler & Nancy Lee, Best of Breed, Stanford Social Innovation Review, Stanford Social Innovation Review (Article)  
 Michael E. Porter and Mark R. Kramer, Creating Shared Value: Redefining Capitalism and the Role of the Corporation in Society, Harvard Business Review (Article)

## Activities

### In-class discussions and debates

Several discussion and debates covering different topics around positive marketing.

Presentation and discussion of social initiatives. led by students.

### Interaction with visiting guest professionals

Students will interact with the executives of the company (presentation of the challenge, mid-term presentation and final presentation)

### Projects with companies and consulting projects

A real organization presents a real challenge that students must resolve in groups during the duration of the elective.

## Content

#	Topic
1	Key concepts on sustainability The need for positive marketing and key concepts on sustainability (social/environmental/economical sustainability, ESG, shared value, social marketing, tripple bottom line, green washing, etc)

#	Topic
2	Company project: Students will work on a company project in groups, including the following components: - Presentation of the company and the challenge - Feedback sessions - Mid-term presentation - Final presentation
3	Review key marketing concepts Revision of the marketing concepts and tools that will be used in the company project, such as: segmentation, target, positioning, buyer persona, customer journey, marketing plan, marketing mix, etc.

## Assessment

Tool	Assessment tool	Category	Weight %
Attendance and punctuality	Class attendance (min 80% ordinary round; 50% retake) and added value individual participation	Retake and ordinary round	20.00%
Individual or team exercises	Individual exercise or quiz	Retake and ordinary round	10.00%
Group project	Group social initiative	Retake and ordinary round	10.00%
Group project	Mid-term Group Project. We MAY use Peer Evaluation	Ordinary round	30.00%
Group project	Final Group Project. We WILL use Peer Evaluation	Ordinary round	30.00%
Final individual project	Individual project and final reflexion	Retake	60.00%

### PROGRAMS

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)  
B13 Year 1 (Optative)

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)  
B13S Year 1 (Optative)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)  
BBA20 Year 3 (Optative)

BBA20 Year 4 (Optative)

BBE20-Bachelor of Business Administration (BBA) (Undergraduates: Business)  
BBE20 Year 4 (Optative)

BBE20 Year 3 (Optative)

N90-BI Norwegian Business School (Summer School: Business)  
N90 Year 1 (Optative)