

Marketing and Sustainability

UGRA_016153

Departments	Department of Marketing
Teaching Languages	English
ECTS	3
Teacher responsible	Gerard Costa Guix - gerard.costa@esade.edu

Course Goals

The objective of this course is to provide students interested in the Marketing Minor with an initial reflection that dispels misconceptions about marketing's sole purpose being to drive consumption, before starting the mandatory marketing subjects in the BBA program.

We define two main learning outcomes:

- Identify the marketing process through various business case studies to introduce the different stages of analysis, diagnosis, strategy, and action.
- Distinguish how marketing managers make decisions to prioritize ethical decision-making and environmental stewardship.

Previous knowledge

No prior knowledge is required for this course, as it serves as a preliminary subject within the Marketing Minor before the core subjects.

Description

Course contribution to program

A foundational course in Marketing and Sustainability is a core component of our BBA for several reasons. Esade commitment to social responsibility is best exemplified by integrating sustainability principles into the curriculum, ensuring that students develop a comprehensive understanding of business operations that prioritize ethical decision-making and environmental stewardship.

Short description

This introductory course to marketing explores sustainable development, defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs, encompassing economic, social, and environmental dimensions. Sustainability, as noted by Forbes (2021), is the new digital: not merely a hygiene factor, but a priority. The methodology involves learning from managers who are integrating and promoting sustainable practices, providing students with

Bibliography

Costa, G & Casabayo, M., Soul Marketing, Ed. Profit (Book)

Activities

Fieldwork

Teamwork

Interaction with visiting guest professionals

Case study analyses

Content

#	Topic
1	Basics of Marketing
2	Case Analysis: real cases with managers
3	Conclusions on how marketing professionals, throughout their careers, prioritize ethical decision-making and environmental stewardship

Assessment

Tool	Assessment tool	Category	Weight %
In-class analysis and discussion of issues		Ordinary round	40.00%
Individual or team exercises		Ordinary round	40.00%
Peer evaluation		Ordinary round	
Written and/or oral exams		Ordinary round	20.00%
Written and/or oral exams		Retake	100.00%

PROGRAMS

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)

BBA20 Year 1 (Optative)

BBA20 Year 2 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)

BBA23 Year 1 (Optative)

BBA23 Year 2 (Optative)

DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)

DBAI23 Year 3 (Optative)

GBD20-Double Degree in Business Administration and Law (Undergraduates: Law)

GBD20 Year 1 (Optative)

GBD20 Year 2 (Optative)

GBD20 Year 4 (Optative)

GBD20 Year 3 (Optative)

GBL24-Double Degree in Business Administration and Global Governance, Economics and Legal Order (Undergraduates: Business)

GBL24 Year 2 (Optative)

GBL24 Year 1 (Optative)