

## Marketing Foundations and ESG Impact

UGRA\_016329

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Departments	Department of Marketing
Teaching Languages	English
ECTS	6
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### Course Goals

#### Course Learning Objectives

1. Master the Basics of Marketing: Build a strong foundation in key marketing concepts like market research, consumer behavior, branding, segmentation, targeting and the marketing mix. You'll learn how businesses understand their customers and position their products or services.
2. Discover the Power of ESG in Marketing: Dive into how Environmental, Social, and Governance (ESG) principles shape modern marketing strategies. Learn why companies are integrating sustainability, ethics, and social responsibility into their decision-making processes.
3. Develop Sustainable Marketing Approaches: Learn how to create marketing strategies and actions that align with business goals while promoting sustainability, ethics, and positive social impact.

### Previous knowledge

No Prior Marketing Knowledge? No Problem!

This course is designed for students who may not have any prior background in marketing. We will start with the fundamentals, ensuring you understand the core concepts step-by-step. Throughout the course, you'll gain a solid foundation in marketing, covering everything you need to know from the ground up. So, don't worry if this is your first time exploring marketing concepts!

### Prerequisites

This course has no prerequisites, making it accessible to all students regardless of their previous experience in marketing or ESG.

### Teaching methodology

Dynamic learning: You'll dive into real-world cases, combining theory with practical group activities for a hands-on experience.

Marketing + ESG fundamentals: No prior marketing knowledge is required! We'll cover the basics and build your understanding step-by-step. Each week, you'll have two sessions:

- Session 1: A theory-focused session that introduces key marketing concepts and ESG principles.
- Session 2: A practical session where you'll work in groups to apply the theory to real business cases.

Industry connections: Learn directly from executive guest speakers and industry experts who will share their real-world experiences.

Relevance for Global Governance: As future leaders in global governance, economics, and legal order, you'll see how marketing strategies and ESG principles are essential for shaping sustainable policies and influencing business practices.

Practical application: This course isn't just about learning theory – you'll develop skills to create effective, sustainable strategies that align with both business and societal needs.

## Description

### Course contribution to program

Why is Marketing and ESG Important for Global Governance Students?

As future leaders in global governance, economics, and legal order, understanding marketing and ESG (Environmental, Social, and Governance) is essential. Whether you're shaping policies, leading organizations, or working in the public sector, you'll need to know how businesses influence society and the environment. This course will help you grasp how companies develop sustainable strategies, communicate their values, and impact global markets. By connecting marketing with ESG principles, you'll be equipped to approach challenges from a holistic, socially responsible perspective, which is crucial for creating a sustainable future.

## Activities

### In-class discussions and debates

During the theoretical and conceptual sessions, students will engage in dynamic discussions and debates on key marketing and ESG topics. This activity sharpens critical thinking and encourages diverse perspectives.

### Teamwork

Students will work in teams of 5-6 to tackle real marketing challenges during practical sessions, applying concepts learned to develop collaborative solutions.

### Group presentations

Teams will present their solutions to the marketing challenges, showcasing their proposals and strategies, while receiving feedback from peers and instructors.

### Interaction with visiting guest professionals

Industry experts will join select sessions to share real-world challenges and how they integrate ESG into their business and marketing strategies, offering students practical insights and engagement opportunities.

## Content

#	Topic
1	Introduction to Marketing What is Marketing? Understanding its role in business and society. Key Marketing Concepts: Market research, consumer behavior, STP (Segmentation, Targeting, Positioning) model. The Marketing Mix: Product, Price, Place, Promotion (4 Ps).
2	Understanding the Modern Consumer Consumer behavior and decision-making processes. Trends in consumer preferences toward sustainability and social responsibility.
3	Introduction to ESG (Environmental, Social, Governance) What is ESG and why does it matter in today's business environment? ESG criteria and their role in business operations and marketing strategies. The impact of sustainability on brand perception and consumer trust.
4	Marketing and ESG Integration How businesses incorporate ESG into their marketing strategies, exploring the opportunities and risks involved in aligning sustainability with business goals. Case studies of companies leading the way in sustainable marketing.
5	Sustainable Branding How to build a brand with a purpose. The importance of ethical and responsible marketing practices. Communicating sustainability to consumers.
6	Real-World Marketing Challenges Practical group work on real-world ESG-related marketing challenges. Teamwork and group presentations on sustainable marketing proposals.
7	Industry Insights Sessions with guest professionals sharing how they address marketing and ESG challenges in their businesses. Discussions and debates on key marketing and ESG issues.

## Assessment

Tool	Assessment tool	Category	Weight %
Attendance and punctuality	Class Participation	Ordinary round	20.00%
In-class analysis and discussion of issues	Teamwork	Ordinary round	50.00%
Quizzes/tests	Individual Assessment	Ordinary round	30.00%
Learning journal	Individual Assessment	Retake	100.00%

### PROGRAMS

G114S-Global Governance Exchange Program (Undergraduates: Law)  
G114S Year 1 (Optative)

GEL19-Bachelor of Global Governance, Economics and Legal Order (Undergraduates: Law)  
GEL19 Year 3 (Optative)

GEL23-Bachelor of Global Governance, Economics and Legal Order (Undergraduates: Law)  
GEL23 Year 3 (Optative)