TEACHING GUIDE - 2026-2027

# Marketing & Society: Values, Change & Social Impact

UGRA_006332

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

## Course Goals

By the end of the course, participants will be able to:

1.- Consolidate their marketing knowledge and understand the strategic role of marketing in promoting sustainable practices—also known as impact marketing or positive marketing.

2.- Gain familiarity with key concepts related to positive marketing and social impact, including the Sustainable Development Goals (SDGs), Environmental, Social, and Governance (ESG) criteria, the Triple Bottom Line, Shared Value and greenwashing.

3.- Develop and present a real-world marketing plan to a partner company. This plan will address an actual business challenge while integrating the principles of sustainability and impact marketing, embodying the course's core philosophy: "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).

## Prerequisits

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 are becoming increasingly important for today's managers. They need to operate in a changing business environment, integrate ESG principles, and create long-term value for both businesses and society.

And marketing is a critical enabler to support the organization in defining, implementing, and governing the required shift for more sustainable businesses.

This subject helps participants 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.

Traditionally, marketing has often been criticized for encouraging unnecessary consumption and focusing mainly on profits. However, new opportunities are emerging. Two major trends are driving this change: the growing need for sustainable business practices (ESG) and the increasing demand for sustainable products and services.

By completing this course, students will gain a better understanding of these trends and opportunities. They will also gain practical experience in developing sustainable marketing concepts and strategies. This hands-on experience can be valuable for their future careers and offers a unique and professional learning opportunity.

## 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 iniciatives. Led by students.

Interaction with visiting guest professionals

Students will interact with the executives of the company.

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) |
| 2 | Review key relevant marketing concepts. Revision of the marketing conceps and tools that will be used in the company project, such as: segmentation, target, positioning, buyer persona, customer journey, marketing plan, marketing mix, etc. |
| 3 | 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 |

## 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 | 15.00% |
| Group project | Group social initiative | Retake and ordinary round | 15.00% |
| Group project | Mid-term presentation, final presentation and work-in-progress of the group Project. We MAY use Peer Evaluation | Ordinary round | 50.00% |
| Peer evaluation | Students assess the contribution, collaboration, and commitment of their teammates, with results affecting the individual | Ordinary round | |

| Tool | Assessment tool | Category | Weight % |
|---|---|---|---|
| | group-work grade. | | |
| Final individual project | Individual exercise | Retake | 50.00% |

PROGRAMS

AI26-Exchange Program Bachelor in Business and Artificial Intelligence (Undergraduates: Business)
AI26 Year 1 (Optative)

AI26S-Exchange Program Bachelor in Business and Artificial Intelligence (Undergraduates: Business)
AI26S Year 1 (Optative)

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 4 (Optative)

BBA20 Year 3 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA23 Year 3 (Optative)

BBA23 Year 4 (Optative)

BBA25-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA25 Year 3 (Optative)

BBA25 Year 1 (Optative)

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

DBAI23 Year 4 (Optative)

DBAI23 Year 3 (Optative)

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