

Annexe A: New/Revised Course Content in OBTL+ Format

Course Overview

The sections shown on this interface are based on the templates [UG OBTL+](#) or [PG OBTL+](#)

If you are revising/duplicating an existing course and do not see the pre-filled contents you expect in the subsequent sections e.g. Course Aims, Intended Learning Outcomes etc. please refer to [Data Transformation Status](#) for more information.

Expected Implementation in Academic Year	AY2022-2023
Semester/Trimester/Others (specify approx. Start/End date)	Semester 2
Course Author * Faculty proposing/revising the course	Charlene CHEN Yijun
Course Author Email	cyjchen@ntu.edu.sg
Course Title	Marketing Sustainability for the Next Generation
Course Code	BM2517
Academic Units	3
Contact Hours	39
Research Experience Components	

Course Requisites (if applicable)

Pre-requisites	Nil
Co-requisites	
Pre-requisite to	
Mutually exclusive to	
Replacement course to	
Remarks (if any)	

Course Aims

An important key to market leadership today is sustainability. Sustainability encompasses both the preservation of our environment and the protection of social interests. Businesses that adopt the triple bottom line approach--people, planet, and profit--can enhance their competitive advantage and create greater shareholder value. Through this course, you will appreciate the macro industry factors that have led to our current situation, the key leading role businesses play in managing sustainability, and that sustainability is a marketing problem. You will learn practical knowledge, skills, and strategic frameworks that will enable you to market sustainability to both internal stakeholders (i.e., management, employees) and external stakeholders (consumers, customers, suppliers, etc.). Students who are aspiring to be entrepreneurs, managers, or champions of sustainable efforts should take this course.

Course's Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, you (student) would be able to:

ILO 1	Identify the responsibilities and opportunities firms have in driving sustainability
ILO 2	Evaluate corporate sustainability performance
ILO 3	Apply the stakeholder framework in marketing sustainability
ILO 4	Develop marketing strategies to promote sustainability in a manner that enhances business

Course Content

1.Stakeholder framework for sustainability 2.Motivating consumers 3.Collaborating with customers 4.Nurturing suppliers 5.Inspiring employees 6.Investing in communities 7.Attracting investors 8.Leveraging media 9.Engaging government 10.Partnering with NGOs

Reading and References (if applicable)

Required case readings and simulation:

- 1.Sustainability at IKEA Groupby V. Kasturi Rangan, Michael W. Toffel, Vincent Dessain, & Jerome Lenhardt
- 2.Unilever's Lifebuoy in India: Implementing the Sustainability Plan by Christopher A. Barlett
- 3.Change Management Simulation: Power and Influence V3by William Q. Judge& Linda A. Hill

Recommended, option readings:

- 1.The Sustainability Edge: How to Drive Top-Line Growth with Triple-Bottom-Line Thinking by Suhas Apte and Jagdish Sheth
- 2.Sustainable Marketing: How to Drive Profits with Purpose by Michelle Carvill, Gemma Butler, and Geraint Evans
- 3.Sustainable Marketing: A Holistic Approach by Mark Peterson
- 4.Greener Marketing by John Grant

Planned Schedule

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
1	Introduction to the course Stakeholder framework for sustainability	1,2	Interactive seminar		Interactive seminar
2	Motivating consumers	1-4	Interactive seminar Lunchtime guest lecture by Mintel Group		Interactive seminar Lunchtime guest lecture by Mintel Group
3	Collaborating with customers	1-4	Interactive seminar Company project briefing		Interactive seminar Company project briefing
4	Inspiring employees	1-4	Interactive seminar Field survey with NTU students		Interactive seminar Field survey with NTU students
5	Nurturing suppliers	1-4	Interactive seminar Case discussion on IKEA		Interactive seminar Case discussion on IKEA
6	Attracting investors	1-4	Interactive seminar		Interactive seminar
7	Investing in communities	1-4	Interactive seminar Case discussion on Unilever		Interactive seminar Case discussion on Unilever
8	Leveraging media	1-4	Interactive seminar Content creation		Interactive seminar Content creation
9	Partnering with NGOs	1-4	Interactive seminar		

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
10	Engaging government	1-4	Interactive seminar		
11	Field trip	1,2			
12	Hari Raya Puasa (No class)	1-4			
13	Project presentations	1-4			

Learning and Teaching Approach

Approach	How does this approach support you in achieving the learning outcomes?
Seminars	The interactive seminar session where there are ample opportunities for open discussion on the conceptual questions raised in the class allows you to think critically and share your ideas and questions with the class. This also allows you to practice your oral communication skills in front of an audience while ensuring that the targeted learning outcomes are being achieved.
Experiential learning activities	Some learning outcomes for this course are skills which are practical in nature and cannot be achieved by reading and writing. The achievement of such learning outcomes requires hands-on experience, experiential learning activities provide such opportunities.
Written assignments	The assignments require you to conduct research, interpret data, and develop marketing strategies. These tasks facilitate the development of problem solving, decision making, and creative thinking skills. You will also learn to write clearly and communicate effectively to lay consumers.
Project presentation	The presentation allows you to hone your speaking skills and confidence in front of a group of people. You will sharpen your oral presentation skills.

Assessment Structure

Assessment Components (includes both continuous and summative assessment)

No.	Component	ILO	Related PLO or Accreditation	Weightage	Team/Individual	Rubrics	Level of Understanding
1	Continuous Assessment (CA): Class Participation(Class Participation)	1,2,3,4	Critical thinking, oral communication	20	Individual		
2	Continuous Assessment (CA): Assignment(Written Assignment)	1,2,3,4	Creative thinking, written communication	30	Individual		
3	Continuous Assessment (CA): Project(Project(Team: 35% Individual: 5%))	1,2,3,4	Teamwork & interpersonal skills, problem solving & decision making	40			
4	Continuous Assessment (CA): Presentation(Project Presentation)	1,2,3,4	Oral communication	10	Individual		

Description of Assessment Components (if applicable)

Important Notes:

For project presentation, every member is required to present because individual oral communication is being assessed. For the project, you will be judged on their individual contribution to the team. This will be assessed based on a mandatory peer evaluation survey administered to you at the end of the semester through an online website called Teammates. This site is widely used among academics as a tool to conduct peer evaluations. In the survey, you will be asked to appraise your own and your teammates' contribution to the project (See Annex B for a sample of questions). Teammates will collect this data and compute each individual team member's estimated contribution to the project based on a formula that includes both claimed contribution (i.e., appraisal of one's own contribution) and perceived contribution (i.e., peers' appraisal of one's contribution). If you consistently receive low scores from

your team members in the peer evaluation survey, Teammates will flag you and we will adjust your project scores by deducting the percentage of points indicated by Teammates (the percentages will be based on the formula from the website).

Description of Assessment Components:

Class Participation - You are expected to attend every class session (attendance will be taken). You should do the assigned case readings before coming to class. It is important that you arrive on time and do not leave early, as late entrance and early exit is disruptive and inappropriate. You are encouraged to contribute to in-class discussions, examine current issues and bring up relevant news for class discussion.

Written Assignment – You are required to submit a written assignment which consists of a short report on a sustainability challenge faced by a company of their choice. Your report should include research on the company and its sustainability challenge, and innovative ways of engaging various stakeholders to meet this challenge.

Project – In your team of 5-6 students, you will work with a particular company to answer a problem statement. Using resources from the company and principles taught in class, you will come up with feasible strategies that will address the problem statement posed by the company. At the end of the semester, you are required to submit a written proposal describing and justifying these strategies. The whole team will be awarded the same grade (unless flagged by Teammates). **Project Presentation** – You will present your proposal as a pitch of your strategies to the company. Each member in the team will have to present and will be graded individually for their oral communication.

Formative Feedback

You will receive written feedback from me about your written assignment and project. You will receive verbal feedback from me regarding your progress on your projects and your presentation.

NTU Graduate Attributes/Competency Mapping

This course intends to develop the following graduate attributes and competencies (maximum 5 most relevant)

Attributes/Competency	Level
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Course Policy

Policy (Academic Integrity)

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values. As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the academic integrity website for more information. On the use of technological tools (such as Generative AI tools), different courses / assignments have different intended learning outcomes. Students should refer to the specific assignment instructions on their use and requirements and/or consult your instructors on how you can use these tools to help your learning. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

Policy (General)

You are expected to attend all seminar classes punctually and submit assignments by the due dates. Late submissions will be penalized. You are expected to participate in all seminar discussions and activities. Devices such as laptops, tablets, and cell phones are not permitted to be used in class unless directed by the instructor for in-class activities. You are expected to pay attention to all course related announcements.

Policy (Absenteeism)

Absence from class without a valid reason will affect your overall course grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies. If you expect to miss a lecture, you must inform the course instructor via email prior to the start of the class.

Policy (Others, if applicable)

Last Updated Date: 29-05-2024 02:25:02

Last Updated By: Siti Nur Amirah Binte Suhari