



## **Institute of Management and Economics**

PD Dr. Friederike Paetz

### **Seminar ‘Selected issues in sustainability marketing’**

#### **for master students in the winter term 2022/2023**

---

During the last decades, marketing has fundamentally changed. While companies’ traditional marketing in the 1950s to 1970s focused on mass production and considered the 4P’s of the marketing mix to sell products, marketing in the 1980s to (the middle of the) 2000s laid a spot on product positioning and the individualization of customer-centered products. Nowadays, companies accommodate a value-based marketing. Here, social relationships build the foundation for companies’ sustainable management and the triple-bottom-line (planet, people, prosperity) has emerged as a core anchor for all entrepreneurial decisions.

The triple-bottom line considers three different kinds of objectives, e.g., ecological, social and economic issues, that - in addition- are interdependent. The ecological dimension includes company’s protection of the environment along the supply chain and the production of products. For example, companies try to minimize the use of resources or the environmental impact through the emission of pollutants. The social dimension deals with the design of companies’ relationship with their stakeholders, e.g., consumers, employees, resource producers. In this vein, Corporate Social Responsibility (CSR) constitutes a prominent keyword. The economic dimension focuses on competitive advantages that are achieved through companies’ implementation of social and ecological requirements. Obviously, the parts of the triple-bottom-line are not independent from each other. For example, the minimization of the use of resources contributes to both company’s ecological (e.g., reduction of ecological/environmental harm) and economic goals (, e.g., cost reduction).

For the implementation of a sustainable marketing management, companies are confronted with several issues. For example:

- Do sustainable product attributes affect consumers’ purchase decisions?
- Which kind of consumers is interested in sustainable products?
- Are consumers willing-to-pay a price premium for sustainable products?
- Do intercultural or cross-cultural differences in consumers’ sustainable preferences and willingness-to-pay exist?
- Are sustainable consumer’s price-sensitive? If yes, to which extent?
- Are CSR initiatives rewarding from an economic point of view? Which are most promising?

In order to deal with those issues, this seminar focuses on relevant literature from the up-to-date field of sustainability marketing.

**Seminar policies:**

This seminar welcomes all master students who are interested in sustainability marketing. The maximum number of participants is 12. Seminar participants are expected to work in groups with 2 persons. Although this seminar appears to focus on qualitative research, quantitative marketing research builds a core component. Therefore, a sufficient knowledge in statistics, e.g. multivariate analysis techniques, is required!

The seminar is entirely held in English: Literature, course material, written essays and presentations will be in English.

The kick-off meeting (introduction, assignment to groups, allocation of topics) will be held at the beginning of the winter term 2022/2023. If a student is absent without excuse in the kick-off meeting he/she will be excluded from the seminar!

All dates (kick-off meeting, dates for presentations) will be announced via Stud.IP!