

COURSE SYLLABUS
Faculty of Economics and Administrative Sciences

Course Code	Course Name	Credit	ECTS Value	
MAN 439	Marketing & Sustainability	3 (3-0-3)	6	
Prerequisite Courses:	None			
Course Language:	English	Course Delivery Method:	Online (Zoom)/Virtual World (Second Life)	
Course Type and Level:	Elective / 4th Year / Fall Semester			
Instructor's Title, First Name, and Last Name	Course Hours	Office Hours	Contact	
Assoc. Prof. Dr. Murat Gülmez	Monday 10:15-12:35	Tuesday 1:45 PM - 4:00 PM	mgulmez@cag.edu.tr	
Course Coordinator:	-			
Course Objectives				
Course Learning Outcomes	Students who successfully complete this course will be able to:		Relationships	
			Program Outcomes	Net Contribution
	1	Defines and explains the conceptual framework of sustainability and its importance in terms of businesses and marketing strategies.	1,2,4,5,7	5,5,5,5,5
	2	Examines and analyzes the strategies that businesses and organizations can develop to contribute to a sustainable world.	4,8	4
	3	Implements and experiences sustainability practices using 3D digital platforms and other innovative technologies.	1.2.5	5.5
	4	Collaborates with virtual teams in a global context to take on and evaluate an active role in international projects.	6	5
	5	Analyzes the impact of technological developments on innovative sustainability practices in the business world.	2.9	5.5
	6	Develops problem-solving skills using creative and analytical approaches in a digital environment.	9	5
7	Applies and manages high-performance teamwork and project management skills using virtual world and 3D modeling tools.	6.8	5.5	
Course Content:	This course examines the concept of sustainability from an interdisciplinary perspective, exploring the theoretical framework and conceptual approaches to sustainability, analyzing the dynamic relationship between sustainability and marketing, using 3D digital platforms to evaluate and experience sustainability practices in organizations, and addressing the functioning and management of virtual teamwork in international projects. The course aims to contribute to students' ability to evaluate sustainability practices from a holistic perspective and to develop their critical thinking and analytical skills in the context of the global economy and business strategies.			
Course Content: (Weekly Lesson Plan)				
Week	Topic	Preparation	Teaching Methods and Techniques	
1	Introduction and Getting Acquainted	Students share their expectations for the course	Creating an expectation map (Padlet)	
2	Sustainable Development Goals (SDGs)	Conducting brief research on SDGs and preparing sample project ideas	Presentation, small group discussion, concept maps, open-ended questions and answers	
3	Climate Crisis, Global Warming, and the United Nations	Finding a short news article or essay about a current climate event	Presentation, case study, small group discussion	
4	Sustainability and Marketing Theories I	Researching basic marketing and	Lecture, case studies, concept maps	

		sustainability concepts	
5	Sustainability and Marketing Theories II	Preparing short content for conceptual discussion in Second Life	Small group discussions, practical examples, role-playing, simulation
6	Introduction to the Project Topic and Group Formation	Brief individual notes on ideas for the project topic	Project introduction, group formation, collaboration in a virtual environment, brainstorming
7	Basic Terms and Discussions (VR / Second Life)	Researching VR/SL terms and concepts	Conceptual presentation, practical experience in the VR Lab and Second Life virtual campus
8	Midterm Exam		
9	Midterm Exam		
10	Terms and Discussions (Virtual Campus)	Preparing a sample case for discussion in the virtual campus	Group discussions and practical activities in the Second Life environment
11	Terms and Discussions (Virtual Campus)	Brief notes for case study analysis	Discussion on Second Life, problem-based learning (PBL), practical experiences
12	Teamwork	Sustainable City Project – Conceptual Design	Project design using 3D, collaboration, group presentations
13	Teamwork	Sustainable City Project – Second Life Application	Virtual World/VR Lab, prototyping and discussion
14	Teamwork	Sustainable City Project – Development	Virtual World/VR Lab, group discussion and feedback
15	Project Presentations and Preliminary Evaluation	Preparing a short report and poster for the presentation	Virtual World/VR Lab, presentation and peer assessment
16	Project Presentations and Report Review	Finalizing the final report and presentation files	Virtual World/VR Lab, project discussion, reflective assessment
17	Final Exam		
18	Final Exam		

Course Resources

Textbook:	Sustainability Marketing: A Global Perspective, 2nd Edition, Frank-Martin Belz, Ken Peattie, ISBN: 978-1-119-96619-7 https://www.kureselamaclar.org/ The 2030 Agenda for Sustainable Development's 17 Sustainable Development Goals (SDGs) https://sdgs.un.org/sites/default/files/2020-09/SDG%20Resource%20Document_Targets%20Overview.pdf
Recommended Resources:	You can find the reading list at the end of this document.

Assessment and Evaluation of the Course

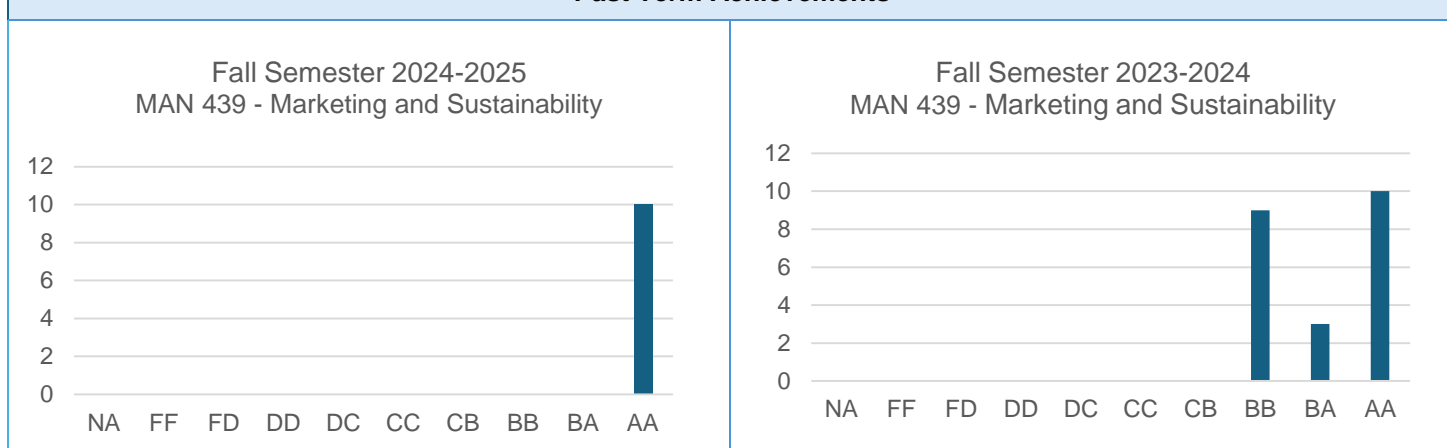
Activities	Number	Contribution	Notes
Homework	4	40	(Each assignment is worth 10 points.)
Final Project	1	60	

ECTS Table

Content	Number	Hours	Total
Course Duration	14	3	42
Out-of-Class Work	14	3	42

Homework	4	7	28
Final Project	1	50	50
Total:			184
Total / 30:			=184/30=6.13
ECTS Credit:			6

Past Term Achievements



Reading List

Article List	Description
Jones, P., Clarke- Hill, C., Comfort, D., & Hillier, D. (2008). Marketing and Sustainability. <i>Marketing Intelligence & Planning</i> , 26(2), 123-130.	Article can be found by searching on 'Google Scholar'.
Baldassarre, F., & Campo, R. (2016). Sustainability as a Marketing Tool: To be or to Appear to be?. <i>Business Horizons</i> , 59(4), 421-429. Borin, N., & Metcalf, L. (2010). Integrating Sustainability into the Marketing Curriculum: Learning Activities that Facilitate Sustainable Marketing Practices. <i>Journal of Marketing Education</i> , 32(2), 140-154. Kemper, J. A., Hall, C. M., & Ballantine, P. W. (2019). Marketing and Sustainability: Business as Usual or Changing Worldviews?. <i>Sustainability</i> , 11(3), 1-17.	Article can be found by searching on 'Google Scholar'.
The triple bottom line: What is it and how does it work , TF Slaper, TJ Hall - Indiana business review, 2011	http://web.mit.edu/afs.new/athena/course/2/2.813/www/readings/TripleBottomLine.pdf
Kumar, V., Rahman, Z., Kazmi, A. A., & Goyal, P. (2012). Evolution of Sustainability as Marketing Strategy: Beginning of a New Era. <i>Procedia-Social and Behavioral Sciences</i> , 37, 482-489.	Article can be found by searching on 'Google Scholar'.
Nedumaran, G., & Manimegalai, K. (2018). Green Marketing and Sustainable Development—Challenges and Opportunities. <i>International Journal of Advanced Scientific Research & Development (IJASRD)</i> , 5(3), 194-198	Article can be found by searching on 'Google Scholar'.
Defining Virtual Worlds and Virtual Environments By Ralph Schroeder, Oxford Internet Institute, University of Oxford. <i>Journal of virtual world research</i> , Vol. 1. No. 1 ISSN: 1941-8477 "Virtual Worlds Research: Past, Present & Future" July 2008	https://jvwr-ojs-utexas-stage.tdl.org/jvwr/index.php/jvwr/article/view/294
Second Life Guide Girvan, C. (2018). What is a Virtual World? Definition and Classification. <i>Educational Technology Research and Development</i> , 66(5), 1087-1100.	Guide will be sent by instructors. Article can be found by searching on 'Google Scholar'.
Saxena, R., & Khandelwal, P. K. Can Green Marketing be Used as a Tool for Sustainable Growth?: A Study Performed on Consumers in India-An Emerging Economy. <i>The International Journal of Environmental, Cultural, Economic & Social Sustainability</i> , 6(2), 275-291.	Article can be found by searching on 'Google Scholar'.
Melović, B., Cirović, D., Backovic-Vulić, T., Dudić, B., & Gubinova, K. (2020). Attracting Green Consumers as a Basis for Creating Sustainable Marketing Strategy on the Organic Market—Relevance for Sustainable Agriculture Business Development. <i>Foods</i> , 9(11), 1552.	The article can be found by searching on 'Google Scholar'.