Course Title	:	**Green Marketing: ESG and Sustainability**
Course Code	:	MKT2244
Recommended Study Year	:	2
No. of Credits/Term	:	3
Mode of Tuition	:	Sectional approach
Class Contact Hours	:	42 hours/ 3-hour lecture per week
Category	:	Elective
Medium of Instruction	:	English
Prerequisite(s)	:	Nil
Co-requisite(s)	:	Nil
Exclusion(s)	:	Nil
Exemption Requirement(s)	:	Nil
Course Instructor	:	Dr OH Grace Ga-Eun (graceoh@Ln.edu.hk)
Class Schedule	:	Monday, Tuesday 12:30-2:30pm SEK101/14

Brief Course Description:

Green marketing, also known as sustainable marketing or environmental marketing, promotes environmentally friendly and socially responsible products, services, and practices. It aligns with ESG (Environmental, Social and Governance) and sustainability principles, aiming to minimize negative environmental impacts and benefit communities and future generations. This course introduces students to ESG-driven sustainable marketing, its applications, and implications for consumers and stakeholders. It explores global marketing issues and perspectives, providing a comprehensive understanding of ESG and sustainability's role in marketing. Through theory and real-world examples, students gain insights into the positive impact of ESG and sustainability in marketing.

Aims:

This course focuses on green marketing and equips students to understand sustainability issues in today's marketplace. They will learn to develop sustainable marketing plans incorporating ESG factors, encompassing environmental sustainability, social responsibility, and corporate governance. By exploring fundamental concepts and principles of ESG marketing, students gain insights into its pivotal role in shaping businesses and stakeholder relationships. Through discussions and practical applications, students will formulate impactful marketing strategies that drive business success and positive societal change.

Learning Outcomes (LOs):

On completion of the course, students will be able to:

1. accurately define key concepts in green marketing, explain their significance in the business landscape, and identify its impact on businesses and consumers.
2. identify and analyze the risks, challenges, and opportunities associated with green marketing practices and evaluate their potential impact.
3. develop a sustainable marketing plan with measurable goals that incorporates environmental, social, and governance (ESG) factors. They will be able to articulate the expected outcomes and benefits of the plan.
4. assess and reflect upon the effectiveness of successful strategies and approaches in green marketing.

Content:

The course is structured into three parts, each emphasizing different aspects of green marketing.

Part One: Introduction to Green Marketing
This section offers an overview of green marketing's importance in marketing management and practice. It explores the relationship between green marketing, social responsibility, ethics, and strategic planning.

Part Two: Sustainable Consumer Behavior
In this segment, we dive into sustainable promotional strategies. We examine consumer decision-making and consumption patterns, and how green marketing initiatives can influence consumer behavior. We also explore target marketing, segmentation, and effective communication of value. Additionally, we discuss the significance of sustainable branding and labeling.

Part Three: Delivering Sustainable Value
This part concentrates on delivering sustainable value. We analyze sustainable pricing strategies and the communication of value. Additionally, we explore sustainable supply chains, eco-friendly retailing practices, and strategies for developing new products and services that provide value to consumers. Furthermore, we address the marketing of sustainable services.

Teaching Method:

This course will use a combination of lectures, case studies, videos, collaborative projects, and in-class discussions to familiarize students with key concepts, principles, and best practices. Active participation and leading discussions are integral parts of the course, fostering engagement, critical thinking, and interactive learning throughout.

Measurement of Learning Outcomes:

Learning Outcomes	**Class Participation (10%)**	**Case Discussion (20%)**	**Group Project (25%)**	**Final Examination (45%)**
LO 1	X	X		X
LO 2	X	X	X	
LO 3			X	
LO 4		X	X	X

The learning outcomes will be assessed using the following methods:

1. **Class participation: Assesses students' involvement in the course (LO 1 &2).**

   Class participation will be assessed based on three aspects: class engagement, behavior, and attendance/promptness. Students are encouraged to have active involvement, respectful conduct, and consistent attendance and punctuality.

2. **Case Discussion: Assesses students' critical thinking skills by engaging in discussions on the latest news/events in ESG marketing and their impact on various stakeholders (LO 1, 2 & 4).**

   Cases are selected from the textbook and other sources as examples to illustrate the major issues and challenges in green marketing. These cases serve as a basis for class discussions. Students will work in teams to identify the key issues or problems related to green marketing in the given scenario, leading peers to discuss and generate recommendations accordingly. The assessment will primarily focus on the group's performance in leading the discussion, specifically their ability to identify key problems, propose effective strategies, and actively involve other students. Individual performance bonuses will be given based on active participation in other teams' leading discussions. Additional details and specific expectations will be provided during class sessions.

3. **Group Project: Requires students to analyze green marketing strategies and develop a green marketing plan for a new product or service, demonstrating their ability to apply ESG knowledge in a real business scenario (LO 2,3 & 4).**

   This term project aims to provide students with an opportunity to explore green marketing in a practical setting. The students in each class will be organized into different teams. Each team of students will select a specific store in Hong Kong and observe the strategies employed by the store to promote sustainability (e.g., sustainable sourcing, eco-friendly packaging, renewable energy use). They will also compare this store's green marketing initiatives with another store that does not prioritize sustainability. Each team will present their findings in class and make recommendations on how the chosen retailer can further enhance their green marketing efforts to achieve a sustainable competitive advantage. Further details about the project will be discussed in class.

4. **Final Examination: A closed-book exam that evaluates students' general knowledge and ability to apply what they have learned in essay questions related to case studies (LO1 & 4).**

   The final examination, a two-hour exam, will assess students' knowledge of all the materials discussed throughout the course. The exam format will include essay questions and a case study. Active participation in the learning activities designated in this course will be crucial for achieving good performance.

Assessment:

Continuous Assessment as follows	55%
Class Participation:	10%
Case Discussion:	20%
Group Project:	25%
Final Examination	45%
Total:	**100%**

Required/Essential Readings:

Dahlstrom, Robert and Crosno, Jody (2023), *Sustainable Marketing, Third edition*, Chicago Business Press.
https://www.ln.edu.hk/mkt/programmes-and-courses/undergraduate-courses

Recommended/Supplementary Readings:

Barry Emery (2020), *Sustainable Marketing, First Edition*, Pearson.

Grant, John (2020), *Greener Marketing*, John Wiley & Sons Inc.

Peterson, Mark (2021), *Sustainable Marketing - A Holistic Approach, Second edition*, SAGE.

Additional readings containing the latest information on the subject matter will be made available on the course Moodle.

Important Notes:

1. Important Notes:

(1) Students are expected to spend a total of 6 hours (i.e. 3 hours of class contact and 3 hours of personal study) per week to achieve the course learning outcomes.

(2) Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations and course work. In particular, plagiarism, being a kind of dishonest practice, is "the presentation of another person's work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student's own work". Students are required to strictly follow university regulations governing academic integrity and honesty.

(3) Students are required to submit writing assignment(s) using Turnitin.

(4) To enhance students' understanding of plagiarism, a mini-course "Online Tutorial on Plagiarism Awareness" is available on https://pla.ln.edu.hk/.

(5) Students must adhere to the University's guidelines and practices when using Generative Artificial Intelligence (AI) tools. The official documents "Guidelines for Using GAI Tools at Lingnan University" and "Best Practices for Ethical and Responsible Use of GAI Tools in Course Assessments" can be found here: https://www.ln.edu.hk/tlc/generative-artificial-intelligence/gai-guidelines-best-practices.

Tentative Schedule (Section: L2 on Tuesdays):

Date	Time	Class Contents	Readings (Dahlstrom & Crosno 2023)
1 Sep, 2026	9:30 – 12:30	**Lecture 1** ● Course Introduction ● An Overview of Sustainable Marketing	Chapter 1
		First Semester UG Add/Drop Period 28 Aug – 7 Sept 2026	
8 Sep, 2026	9:30 – 12:30	**Lecture 2** ● Sustainability-based Strategic Planning ● Sustainability and Ethical Decision Making	Chapters 2 & 3
15 Sep, 2026	9:30 – 12:30	**Lecture 3** ● Understanding the Consumer's Pursuit of Value ● Influencing the Consumer's Pursuit of Value	Chapters 4 & 5
22 Sep, 2026	9:30 – 12:30	**Lecture 4** ● Discovering Value via Market Analysis	Chapter 6
29 Sep, 2026		No class on 29 Sep for the instructor's conference leave. (Make-up class will be offered in November.)	
6 Oct, 2026	9:30 – 12:30	**Lecture 5** ● Communicating Value via Integrated Marketing Programs	Chapter 7
13 Oct, 2026	9:30 – 12:30	**Lecture 6** ● Proclaiming Value via Branding and Labeling **Case Discussion 1**	Chapter 8
20 Oct, 2026	9:30 – 12:30	**Lecture 7** ● Proclaiming Value via Sustainable Pricing Strategies **Case Discussion 2**	Chapter 10
27 Oct, 2026	9:30 – 12:30	**Lecture 8** ● Delivering Value in Retailing **Case Discussion 3**	Chapter 12
3 Nov, 2026	9:30 – 12:30	**Lecture 9** ● Delivering Value via Innovation **Case Discussion 4**	Chapter 13
10 Nov, 2026	9:30 – 12:30	**Lecture 10** ● Sustainable Value in Services Marketing	Chapter 14
17 Nov, 2026	9:30 – 12:30	**Course Review & Examination Revision**	
To be announced	To be announced	(Make-up class) **Group Project Preparation and Consultation** (See the Moodle announcement for the exact date/time.)	
24 Nov, 2026	9:30 – 12:30	**Group Project Presentation**	
Final Examination Date: To be announced by Registry during the semester.			

Note.

1. The schedule is tentative and subject to change. Please see the Moodle for the latest announcement.
2. For the make-up class, the exact date and time will be announced in the Moodle announcement.
3. Group formation: Students need to form a group for 'Case Discussion' and 'Group Project'. Group formation information should be submitted to the Moodle by 18 September.

Assessment Rubric for Class Participation (10%)

LO1& LO2

Criteria	Excellent (8-10)	Good (5-7)	Poor (0-4)
Class engagement (40%)	Highly participate in classroom activities; Actively and consistently contributes to lectures by offering meaningful ideas and asking thoughtful questions.	Moderately participates in classroom activities, consistently offering ideas and asking questions.	Rarely participates in classroom activities and shows unwillingness to contribute through ideas or questions.
Behavior (30%)	Displays mature behavior; often goes beyond expectations; exemplary adherence to rules.	Rarely displays improper or disruptive behavior; respects rules and boundaries.	Displays improper or disruptive behavior; ignores rules and boundaries.
Attendance and promptness (30%)	Attends all class meetings and arrives punctually.	Regularly attends classes but occasionally arrives late.	Irregular attendance and consistently arrives late.
Comments:			

Remarks:

Rubric for Case Discussion (20%)

LO1, 2 & LO4

Criteria	**Weight**	**Excellent (8-10)**	**Good (5-7)**	**Poor (0-4)**
Intellectual Contribution	50%	Always accurate expressions of relevant concepts and theories; constructively challenges on the accuracy and relevance of statements made; always effectively identifies and summarizes main points.	Sometimes accurate expressions of relevant concepts and theories; challenges the accuracy and relevance of statements made; sometimes effectively identifies and summarizes main points.	Inaccurate expressions of relevant concepts and theories; minimal challenges to the accuracy and relevance of statements made; inadequate identification and summarization of main points.
Preparedness	25%	Excellent preparation for the cases and extensive research for relevant materials pertaining to issues raised during the discussion.	Adequate preparation for the cases and some research for relevant materials pertaining to issues raised during the discussion.	Insufficient preparation for the cases and limited research for relevant materials pertaining to issues raised during the discussion.
Cooperation	25%	Actively engage others in class discussions by inviting their comments. Usually displays a positive and cooperative attitude during class.	Often engage others in class discussions by inviting their comments. Sometimes display a positive and cooperative attitude during class.	Does not actively invite comments or opinions from other students. Demonstrates a lack of positive and cooperative attitude during class.

Remarks:

Rubric for Group Project (25%)

LO2, LO3 & LO4

Criteria	Weight	Excellent (8-10)	Good (5-7)	Poor (0-4)
Ability to identify the market opportunities, define the target market, and market positioning	20%	Able to identify market opportunities (with justifications) and clearly define the target market; Develop market positioning	Able to identify market opportunities and target market, and provide partially relevant justifications; Only show partial positioning	Fail to identify market opportunities and target market; Unable to show relevant positioning
Ability to develop the marketing mix to achieve the marketing objectives and to meet the needs and wants of the target consumers	30%	Develops a cohesive marketing mix to meet the needs and wants of the target consumers, achieve the marketing objectives; and create synergy	Develops a marketing mix to meet the needs and wants of the target consumers, meet some marketing objectives, and not cohesive enough to create synergy	The marketing mix is not relevant to meet the needs and wants and could not meet the marketing objectives
Ability to consider ESG factors and weave ESG into the marketing plan	30%	Fully considers the ESG factors and their impact on consumers, companies, industries, and society, and has long-term sustainability embedded in the strategy, with excellent justifications	Considers the ESG factors and their impact on consumers, companies, industries, and society, and has long-term sustainability embedded in the strategy, with excellent justifications	Fail to consider ESG factors
Presentation Effectiveness	20%	Fluent without reading the script; clear and excellent explanation; good eye contact; speak clearly and loudly for the audience to hear; use appropriate language; excellent visual aids; excellent coordination among team members; excellent time management	Fluent without reading the script; clarity of explanation; good eye contact; speak clearly and loudly for the audience to hear; use appropriate language; good visual aids; good coordination among team members; finish on time	The presentation flow is not fluent and smooth; most members read the script with weak voices; sometimes confused; inappropriate use of languages; little visual aids; weak coordination among members; could not finish on time

Remarks:

Rubric for Final Examination (45%)

LO1 & LO4

Criteria	Weight	Excellent (8-10)	Good (5-7)	Poor (0-4)
Clarity of answers in addressing the issues	40%	Answers are clear and effectively address the issues.	Answers are generally clear in addressing the issues, with occasional lack of clarity.	Answers lack clarity in addressing the issues.
Incorporation of pertinent information and arguments	40%	Strong incorporation of lecture and reading details, provides strong evidence for key claims.	Adequate incorporation of lecture and reading details, occasional strong evidence for key claims.	Substantial digressions, lacks incorporation of lecture and reading details, weak evidence for key claims.
Structure	10%	The answers are presented clearly and concisely in an organized manner	The answers are presented clearly and concisely, may have minor organizational problems	The answers are presented unclearly and without conciseness, indicating potential major organizational issues.
Grammar and spelling	10%	Demonstrates strong command of grammar and has minimal spelling errors.	Shows adequate use of grammar with occasional spelling errors.	Displays noticeable blunders and grammatical errors in responses.

Remarks:

Group Project - PEER EVALUATION FORM

Your Name: ____
Group : ____________

Provide an evaluation of each group member's contributions to the project, including your own, using the following 10-point scale.

Group member	Name	Contribution (%)	Very dissatisfied Very satisfied
1		(20%)	0 1 2 3 4 5 6 7 8 9 10
2		(20%)	0 1 2 3 4 5 6 7 8 9 10
3		(20%)	0 1 2 3 4 5 6 7 8 9 10
4		(20%)	0 1 2 3 4 5 6 7 8 9 10
Yourself		(20%)	0 1 2 3 4 5 6 7 8 9 10
	Total	**100%**	

State your considered feedback regarding your peers' performance and contributions to this project.

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