



Sem: Spring 2025 **Class Day/Time:** Tu 6:15-7:45p

Location: Zoom

Instructor: Dr. Grant Donnelly

E-mail: Donnelly.177@osu.edu

Office Hours: By appointment

Location: Zoom or Fisher Hall 514

Course Description:

What is the ultimate responsibility of companies? Fifty years ago, the consensus was that the answer to this question should be maximizing profit and shareholders' value. Today, however, the answer is more complex. Companies are increasingly being held accountable for environmental and social responsibilities, in addition to their economic performance. As a result, the traditional principles of marketing developed during the 20th century are also being challenged and revised to embrace sustainability as a core component of business.

Sustainable marketing is the process of creating and delivering value to customers in a manner that respects or enhances both the environment and society. Through lectures, case studies, and interactive discussions, students in this course will learn about the principles of sustainable marketing across various industries (e.g., apparel, food, technology), as well as gain a deep understanding of the sustainable consumer. By the end of the course, students will be equipped with the knowledge and skills necessary to develop effective sustainable marketing plans that can drive positive change in the business world. In line with these learning objectives, the course is divided into three main modules: (1) Defining sustainable marketing, (2) Understanding sustainable consumers, and (3) Developing a sustainable marketing plan.

The course structure will broadly follow case discussions on Tuesdays during our synchronous meetings, and more general lecture material in our asynchronous meetings.

Pre-Requirements: BUSML 6250 or MBA BUSML 6252 or BUSML 6253

Course Format: Tuesday Lectures will take place synchronously on Zoom from 6:15-7:45pm on Zoom. All lectures will be recorded and posted to Carmen. Asynchronous content can be consumed at a time that is convenient for you each week.

Office Hours are available by appointment. Please email Donnelly.177@osu.edu to schedule a time to meet with Professor Donnelly. Please clarify whether you would like to meet in-person in Fisher 514 (OSU main campus) or virtually.

Required Texts/Materials:

I have created a course pack with Harvard Business Publishing Education. This course pack includes 4 cases that we will discuss in our synchronous meetings and costs \$19.80. You can find the course pack here:

<https://hbsp.harvard.edu/import/1249739>

Evaluation Criteria:

Graded Components	% of Total	Type
In-Class Participation	18.60%	N ↑
Final Exam	46.51%	N ↑
Final Presentation	34.88%	C #↑↑

Academic Conduct:

If a student is suspected of, or reported to have committed, academic misconduct in this course, I am obligated by University Rules to report my suspicions to COAM. If you have questions about the above policy or what constitutes academic misconduct in this course, please contact me. See OSU Prohibited Conduct – [Section 3335-23-04\(A\)](#)



Learning Goals and Objectives:

- Explore why the marketing principles that evolved in the 20th century is often incongruent with today's sustainability goals
- Define sustainable marketing and related business concepts
- Examine segmentation and targeting around sustainability interests, benefits and values
- Identify consumer segments and values relevant to sustainability issues as well as environmental and social outcomes that address sustainability
- Discuss why pro-environmental values, attitudes, and intentions often fail to translate into more sustainable purchases or recycling behaviors. Review the SHIFT framework to encourage sustainable consumer behavior.
- Understand the value of corporate social responsibility and cause-related marketing
- Develop a business proposal to solve a sustainability problem in the marketplace
- Review the key components of a marketing plan focused on sustainability. Focus on measuring, monitoring, and reporting sustainability goals in the plan.

Graded Component Details

Final Exam (200 points): One final exam will be designed to test your understanding of course reading and concepts and your ability to apply these concepts to generate and evaluate strategies for marketing and fostering sustainable behavior. **The final exam is scheduled to take place on Thursday, February 20th. You are able to schedule this exam anytime from February 18th to March 1st.** You will have 90 minutes to complete the exam and it is open case, open lectures, and open notes, **but not open communication with other people.** You must complete this exam individually. The final exam will include 25 multiple choice questions and 5 short essay questions and will be accessed through the Carmen course page. Therefore, this exam will be completed at a time of your choosing from a location of your choosing.

Final Project (150 points): Student groups (groups of 7 or 8) will complete a project where you will be tasked with identifying a sustainability problem in a firm and developing a marketing plan to introduce a new initiative, product or service to address a socio-ecological problem. You will be responsible for forming a group on your own, but there will be facilitated discussions in class to help people identify potential group members. Most of the work for this project will need to be completed outside of class time, but there will be a pitch presentation where your group will share a rough sketch of your initial idea and will receive feedback from your other classmates and professor. This will be valuable time to get feedback on how to further develop your idea into a sustainability project. At the end of the semester, students will present their work to the class. This presentation should be roughly 20 minutes and include at minimum of 6 power point slides. Each group member should plan on having a speaking role in the presentation. See the Assignment tab in Carmen for more specific instructions for this assignment).

In-Class Participation (80 points). This is an upper-level course such that many of you will be entering the business world in a matter of weeks (if not already doing so!), where you will be expected to actively participate. Your participation score will consist of your attendance and your participation during course lectures during the semester.

- **Case Discussions:** Sharing insights and viewpoints in class is essential for learning in this course. Therefore, all students are expected to contribute to class discussions. Students should be prepared to comment during sessions and may be randomly cold called during discussions. Completing the required readings and cases for each session is the best way to prepare for class discussion. Evaluation of class participation is based on the quality, rather than the quantity, of comments. Comments will be evaluated based on their relevance, insightfulness, and coherence. Each case discussion is worth 20 points.
- **Pitch Presentation:** During the course you will 'pitch' an initial idea for the final project to class. This is designed to share your thinking and get ideas from me and your classmates. More information will be provided closer to the date, but you will be asked to identify an opportunity for a firm to introduce a sustainability/social initiative by (a) identifying a socio-ecological problem; (b) identify a social marketing technique to intervene and (c) provide a rough sketch of what you are thinking in terms of developing this idea into a final project. This presentation should be roughly 20 minutes total- 10 minutes of presentation, and 10 minutes of Q&A with brainstorming. Participation in the pitch presentation is not worth any points, but if you do not participate you will be deducted 10 points.

Grading Scale

Letter	A	A-	B+	B	B-	C+	C	C-	D+	D	F
(Points)	(4.0)	(3.7)	(3.3)	(3.0)	(2.7)	(2.3)	(2.0)	(1.7)	(1.3)	(1.0)	(0.0)
Range	100% - 93%	90% - 87%	83% - 80%	77% - 73%	70% - 67%	60% - 0%					

Note: Above percentages are % of overall points earned

Additional Policies

Testing Policy:

Missed exams can only be made-up in extreme cases (e.g., death of family member, personal hospitalization, etc.) with proper documentation (e.g., a physician's note, ER paperwork, obituary, etc.). Each decision of potentially allowing a make-up exam is made by the instructor on a case-by-case basis. Additionally, you **MUST** contact the instructor (Donnelly.177@osu.edu) as soon as you know of a potential problem or conflict with an exam date. Alternative methods (e.g., oral exam, essay) of testing may be used for make-up exams. If you are experiencing an extreme situation or emergency, please attempt to notify the instructor (Donnelly.177@osu.edu) by email ASAP.

Attendance / Participation Expectations:

Any student who fails to attend without giving prior notification to the instructor will be dis-enrolled after the third instructional day of the term, or the second scheduled class meeting of the course, whichever occurs first, per OSU policy. I will continue to take attendance throughout the semester.

Communication: I will use the Carmen email system and Buckeye Mail to contact you about the class (e.g., changes in the syllabus, assignments, etc.). It is your responsibility to check official emails sent to you via Canvas and/or Buckeye Mail. **However, if you are looking to get in touch with me please email me at Donnelly.177@osu.edu rather than through the Carmen system as I check this email much more frequently.**

Course-specific Copyright Policy: Material provided by the instructor may not be re-posted anywhere without the explicit permission of instructor. See University Copyright Policy.

Students with Disabilities: Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately at the beginning of the semester to discuss your accommodations. The Office for Disability Services can be contacted: (614) 292-3307; slds@osu.edu; and to schedule exam accommodations: slds-exam@osu.edu
