

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE


IVAN FRANKO NATIONAL UNIVERSITY OF LVIV

Department of Marketing

APPROVED

by meeting of the Department of
Marketing of Faculty of Economics of
Ivan Franko National University of Lviv
(Minutes No 1 dated August 29, 2025)

Head of the Department of Marketing

 Prof. Yevhen MAYOVETS

Syllabus of the Academic Discipline

SUSTAINABLE MARKETING

Educational level: 3rd (PhD) level of higher education
Field of knowledge: D "Business, Administration, and Law"
Specialty: D5 "Marketing"
Educational and scientific program "Marketing"

Faculty of Economics

Lviv 2025

Course Name	SUSTAINABLE MARKETING
Address	Faculty of Economics, Ivan Franko National University of Lviv, Svobody Av., Lviv, Ukraine 79000
Faculty and department	Department of Marketing, Faculty of Economics
Field of knowledge	D "Business, Administration, and Law" D5 "Marketing"
Teacher	Olena Vrublevska, Candidate of Economic Sciences, Docent, Associate Professor of Department of Marketing
Contact information of teachers	vrublevska.olena@lnu.edu.ua
Place for consultations	Faculty of Economics, Ivan Franko National University of Lviv, Svobody Av., room 210, Lviv, Ukraine 79000 Consultations are appointed for the day of classes. Online consultations are offered via Teams on preliminary appointment.
Course page	https://econom.lnu.edu.ua/?post_type=course&p=64512&preview=true
Course information	<p>The purpose of teaching the discipline for PhD students is to familiarize them with the directions of development of theory and practice and scientific research in Sustainable Marketing as a cutting-edge field of marketing, presented in the latest publications in English, and to aid in collecting and processing materials on the theme relevant to their own research. The language of instruction of the discipline is English.</p> <p>The number of publications in the field of Sustainable Marketing is growing exponentially, therefore, the elimination of any barriers to the dissemination and assimilation of this knowledge and experience in Ukraine is of crucial importance for maintaining the relevance of educational content. The main objective of the course is to help candidates overcome the barrier to the free use of the world heritage in the field of marketing, embodied in English-language sources, to perform marketing professional and research tasks. The course can be useful both for candidates who have studied marketing disciplines, and for other candidates.</p> <p>The course introduces the latest publications of marketing research results, educational literature, other professional resources, teaches to understand and analyze special marketing terminology and concepts based on the study of primary sources, prepare documents and speeches in English, independently conduct scientific research in an English-speaking environment, develops the ability to use English in a professional context, improves understanding of professional literature, and expands vocabulary. The content of individual tasks is related to the Theme of the candidates' dissertation research, which should directly contribute to the search, collection, analysis of materials within the framework of their own research and writing individual sections of the work.</p>
Short course summary	The subject of Sustainable Marketing is principles of doing business and meeting consumer needs while considering simultaneously the long-term interests and values of society, environmental and social constraints.

<p>Course goals and objectives</p>	<p>Didactic objectives of the educational component are:</p> <ol style="list-style-type: none"> 1) formation of knowledge of PhD students on the latest trends of sustainability concept in marketing (theory, practice, and research) based on a deep understanding of English-language original sources – development of subject competence; 2) support of collection, review, and processing of English-language materials for own research of PhD students – development of research competence; 3) activation of the use of English for learning, research, and professional activities– development of skills in professional use of English. <p>The main objectives within the subject of the discipline are:</p> <ul style="list-style-type: none"> • familiarizing students with the pull of concepts in marketing referring to environmental, social, and ethical norms and values as well as tools for their institutionalization; • formation of a deep understanding of the context (background) of the emergence of marketing focused on public interests - sustainable development concept; • in-depth study of the relationship between the environmental and social aspects of economic activity, on the one hand, and the success of business; • developing skills in analyzing the compliance of business and marketing activities with sustainable development criteria and ethical norms, identifying problems and determining ways to solve them; • consideration of the impact of tools for greening economic activity and ensuring its greater social orientation on the firm's strategic goals, competitive position, and marketing activities. <p>Studying the discipline contributes to the formation of the following competencies provided for by the educational and scientific program:</p> <p>general competencies:</p> <p>ZK02. Ability to search, process and analyze information from various sources.</p> <p>ZK03. Ability to work in an international context.</p> <p>special competencies:</p> <p>SK02. Ability to orally and in writing present and discuss the results of scientific research and innovative developments in Ukrainian and foreign languages, deep understanding of foreign-language scientific texts in the field of research.</p> <p>SK03. Ability to apply modern marketing methods and tools, digital technologies, resources and economic and mathematical methods and models in scientific and pedagogical activities.</p> <p>SK06. The ability to critically rethink and develop modern marketing theory, methodology and practice in the course of conducting one's own original scientific research.</p> <p>SK07. The ability to identify and formalize the patterns of development of market relations entities based on fundamental and applied research, develop recommendations for increasing the efficiency of marketing systems.</p> <p>In the process of studying the discipline, the following program learning</p>
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	<p>outcomes are formed:</p> <p>PRN01. Have advanced conceptual and methodological knowledge in marketing and related subject areas, as well as research skills sufficient to conduct scientific and applied research at the level of the latest world achievements in the relevant field, obtain new knowledge and/or implement innovations.</p> <p>PRN02. Develop and implement scientific and/or innovative projects that provide an opportunity to rethink existing and create new holistic knowledge and/or professional practice and solve significant scientific and technological problems in marketing while considering social, economic and legal aspects.</p> <p>PRN04. Deeply understand and implement the general principles and methods of marketing science, as well as the methodology of scientific research, apply them in their own research and teaching activities.</p> <p>PRN10. Understand the patterns of development of marketing activities in various areas of business, be able to formulate and apply new scientific approaches, methods of marketing market analysis, develop strategic directions of sustainable marketing.</p>
<p>Literature for studying the course</p>	<p>Basic literature:</p> <ol style="list-style-type: none"> 1. Carvill, M., & Butler, G. (2024). Can Marketing Save the Planet? 101 Practical Ways to Use Sustainable Marketing as a Force for Good. London: Bloomsbury Business. 288 p. 2. Dekhili, S. (2021) Marketing for Sustainable Development: Rethinking Consumption Models. ISTE Ltd. 301 p. DOI:10.1002/9781119882176. URL: https://onlinelibrary.wiley.com/doi/book/10.1002/9781119882176. 3. Hopkins, C. D., Ferrell, O. C., Ferrell, L., & Hopkins, K. H. (2021). Changing Perceptions of Marketing Ethics and Social Responsibility in Principles of Marketing. <i>Journal of Marketing Education</i>, 43(2), 244-259. URL: https://doi.org/10.1177/0273475321995553. 4. Martin, D., Schouten, J. (2014) Sustainable Marketing. First Edition. Pearson Education Limited. 247 p. 5. Sustainability Accounting Standard. Advertising & Marketing. Sustainability Accounting Standards Board, 2018. URL: https://navigator.sasb.ifrs.org/login. 6. Sustainability Accounting Standard. E-Commerce. Sustainability Accounting Standards Board, 2018. URL: https://navigator.sasb.ifrs.org/login. 7. Syrytczyk, K. Sustainable marketing. In book: Organizing sustainable development. Routledge. 2024. Page: 146 – 158. DOI: 10.4324/9781003379409-14. URL: https://ruj.uj.edu.pl/server/api/core/bitstreams/73444deb-3769-44df-a746-0214e6b9c521/content. 8. Vrublevska , O. (2024). The EU's Sustainable Product Initiative: Enhancing the Readiness of the Furniture Business in Ukraine. <i>Studio Europejskie – Studies in European Affairs</i>, 1/2024, 225-246. ISSN / eISSN : 1428-149X / 2719-3780. URL: https://doi.org/10.33067/SE.1.2024.12. 9. Vrublevska, O. (2024) Environmental Goods and Services: Developments of the Concept, the Economic Sector, and the Markets. <i>Studies in Business and Economics</i>, Lucian Blaga University of Sibiu, Faculty of Economic Sciences. Vol. 19(1), pages 276-300, April. URL: https://sciendo.com/article/10.2478/sbe-2024-0015.

10. White, K., Cakanlar, A., Sethi, S., Trudel, R. (2025) The past, present, and future of sustainability marketing: How did we get here and where might we go? *Journal of Business Research*, Volume 187, 2025, 115056, ISSN 0148-2963. URL: <https://doi.org/10.1016/j.jbusres.2024.115056>.

Additional literature:

11. Consolidated Set of the GRI Standards 2021. URL: www.globalreporting.org.
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13. Environmental goods and services sector accounts. Manual. European Union, 2016. 131 p. URL: <https://ec.europa.eu/eurostat/documents/3859598/7700432/KS-GQ-16-008-EN-N.pdf/f4965221-2ef0-4926-b3de-28eb4a5faf47?t=1476868680000>.
14. European Commission (2020) Communication from The Commission to The European Parliament, The Council, The European Economic and Social Committee and The Committee of The Regions. A new Circular Economy Action Plan For a cleaner and more competitive Europe. COM/2020/98 final. URL: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM:2020:98:FIN>.
15. European Commission (2021) Commission recommendation of 16.12.2021 on the use of the Environmental Footprint methods to measure and communicate the life cycle environmental performance of products and organizations. C/2021/9332 final. URL: [https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=PI_COM:C\(2021\)9332](https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=PI_COM:C(2021)9332).
16. European Commission (2022a) Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions. On making sustainable products the norm. COM/2022/140 final. URL: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52022DC0140>.
17. European Commission (2022b) Proposal for a Regulation of the European Parliament and of the Council establishing a framework for setting ecodesign requirements for sustainable products and repealing Directive 2009/125/EC. COM (2022) 142. URL: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52022PC0142>.
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19. Framework for Responsible Food and Beverage Marketing Communications 2019. International Chamber of Commerce. URL: <https://iccwbo.org/publication/framework-for-responsible-food-and-beverage-marketing-communications/>.
20. Handbook for trade sustainability impact assessment. 2nd edition. European Union, 2016. 31 p.
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22. ICC Advertising and Marketing Communications Code. International Chamber of Commerce. URL: <https://iccwbo.org/publication/icc-advertising-and-marketing-communications-code/>.
23. ICC Framework for Responsible Environmental Marketing Communications. International Chamber of Commerce. 2021. URL: <https://iccwbo.org/publication/icc-framework-for-responsible-environmental-marketing-communications/>.
24. ICC Guide for Responsible Mobile Marketing Communications. 2018. URL: <https://iccwbo.org/publication/icc-guide-responsible-mobile-marketing-communications/>.
25. ICC Resource Guide for Self-Regulation of Online Behavioral Advertising. 2016. URL: <https://iccwbo.org/publication/icc-resource-guide-for-self-regulation-of-online-behavioural-advertising/>.
26. ICC/ESOMAR International Code on Market, Opinion and Social Research and Data Analytics. ICC/ESOMAR. 2016. URL: <https://esomar.org/code-and-guidelines/icc-esomar-code>.
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33. Mobile Supplement to the ICC Resource Guide for Self-Regulation of Interest Based Advertising. 2018. URL: <https://iccwbo.org/publication/mobile-supplement-icc-resource-guide-self-regulation-interest-based-advertising/>.
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36. Positioning ESG in Your Investment Marketing and Branding Efforts. URL: <https://mbcstrategic.com/positioning-esg-in-your-investment-marketing-and-branding-efforts/>.
37. Sanclemente-Télez, J.C. Marketing and Corporate Social Responsibility (CSR). Moving Between Broadening the Concept of Marketing and

	<p>Social Factors as a Marketing Strategy. Spanish Journal of Marketing - ESIC. 2017. 21(S1): 4-25. URL: https://doi.org/10.1016/J.SJME.2017.05.001.</p> <p style="text-align: center;">Information resources</p> <p>38. Carbon Footprint Calculator. URL: http://www.nature.org/greenliving/carboncalculator/</p> <p>39. Ceres Food Emissions 50 Company Benchmark. URL: https://www.ceres.org/resources/reports/food-emissions-50-benchmark-analysis-2025.</p> <p>40. Ecological Footprint Calculator. URL: https://www.footprintcalculator.org/home.</p> <p>41. Eurostat. URL: https://ec.europa.eu/eurostat/web/main/home.</p> <p>42. Fairtrade International. URL: https://www.fairtrade.net/.</p> <p>43. Footprint calculator. URL: http://footprint.wwf.org.uk/.</p> <p>44. Global Footprint Network. URL: https://www.footprintnetwork.org/.</p> <p>45. Global Reporting Initiative. URL: https://www.globalreporting.org/.</p> <p>46. Journal of Macromarketing. URL: https://journals.sagepub.com/home/jmk.</p> <p>47. Product gallery (waterfootprint.org). URL: https://waterfootprint.org/en/resources/interactive-tools/product-gallery.</p> <p>48. SASB Materiality Map ® . URL: https://materiality.sasb.org/.</p> <p>49. Sustainable Production and Consumption. URL: https://www.sciencedirect.com/journal/sustainable-production-and-consumption.</p> <p>50. Water Footprint Calculator. URL: https://www.watercalculator.org/.</p>
Duration of the course	16 weeks
Course volume	3 ECTS credits (90 hours): 48 hours of classroom work (32 hours of lectures, 16 hours of seminars/practical classes) and 42 hours of independent work.
Expected learning outcomes	<p>By the end of the course, students will be able to:</p> <ul style="list-style-type: none"> • Understand the principles of sustainability and their application in marketing. • Analyze and critique marketing strategies from a sustainability perspective. • Design marketing campaigns that align with environmental, social, and governance (ESG) goals. • Evaluate the impact of sustainable marketing on consumer behaviour and brand equity. <p>As a result of studying the discipline, the student must:</p> <p>know:</p> <ul style="list-style-type: none"> • concepts of sustainable development, sustainable marketing, corporate social responsibility, green marketing; • ethical values and restrictions for conducting marketing activities; • international instruments to promote responsible business conduct, including EU initiatives to ensure that products presented on the EU common market comply with sustainable development criteria, and to understand their impact on business;

	<ul style="list-style-type: none"> • the task of using a digital product passport in marketing activities and the principles of measuring the environmental footprint of an organization and a product; • approaches to implementing marketing activities considering the values and criteria of sustainable development and in the context of business social responsibility; • approaches to manage the demand to govern it to more sustainable outcomes; <p>understand:</p> <ul style="list-style-type: none"> • threats of an unregulated market and the reasons for its inefficiency; • the nature of biophysical and ethical-social constraints and their significance for economic growth and international trade; • the need to consider social and environmental criteria in marketing activities and in the process of doing business; • environmental needs of consumers, to know the goods and services that satisfy them; <p>be able:</p> <ul style="list-style-type: none"> • identify and analyse threats from unsustainable production and consumption patterns; • strategically orient marketing and business activities in accordance with Sustainable Development Goal 12 “Responsible Consumption and Production”; • determine strategic priorities for the company's development, operational goals of marketing activities and apply marketing tools in accordance with the norms of business ethics and responsible business conduct, international principles and recommendations, and regulatory restrictions; • identify and analyse product environmental claims; • interpret information about the environmental footprint of an organization and a product and ensure its proper communication when promoting goods and services; • to create demand for environmentally friendly products and services; • carry out marketing communication with stakeholders using reporting on sustainable development and responsible business conduct.
Key words	Sustainable development, sustainable production, sustainable consumption, sustainable marketing, responsible marketing, ethics, circular economy, low-carbon economy, circular business model.
Course format	Full time
Topics	<p>Theme 1. The ideology of sustainable development as the basis of modern marketing concepts</p> <p>Theme 2. Moving from circular economy to circular business model</p> <p>Theme 3. Corporate social responsibility as the basis of a company's marketing strategy</p> <p>Theme 4. Ethical dimensions of sustainable marketing</p> <p>Theme 5. Understanding markets for environmental goods and services: buyer behaviour and environmental marketing challenges</p> <p>Theme 6. Product policy, eco-design and product life cycle assessment</p> <p>Theme 7. Environmental certification of goods and services and environmental labelling</p> <p>Theme 8. Innovations in EU policy in the field of product sustainability regulation and access to the common market</p>

	Theme 9. Responsible B2G marketing: sustainable public procurement Theme 10. Communicating with stakeholders and managing the company's reputation via the sustainability reporting (non-financial corporate reporting)				
Form of final control	<p>The following control methods are used when teaching the discipline:</p> <ul style="list-style-type: none"> • current control is carried out during lectures and seminars; • modular control is carried out twice during the semester. <p>The form of final control is exam (individual project/assignment presentation and defence).</p> <p>In order to check the quality of the student's training, knowledge, and skills, the following diagnostic tools are used:</p> <ul style="list-style-type: none"> • for current control - oral questioning, written assignments, preparation of speeches and presentations by students; • for modular control – written tasks; • for final control – individual project. 				
Prerequisites	Marketing				
Teaching methods and techniques	<p><u>Delivering knowledge and understanding</u></p> <p>Methods of transmitting and improving the perception of information and knowledge, awakening research interest (lectures, illustrations, presentations)</p> <p><u>Forming skills and abilities</u></p> <p>Involving and motivating students for learning activities – discussions, individual research and analytical work, search/ review/discussion of literature, performing interactive exercises, analysing situations, teamwork, preparing speeches (oral presentations), written reports, precis, glossary of terms, individual project/assignment. The course is strongly focused on encouraging the activity of each student.</p> <p><u>Methods of assessing the achievement of learning outcomes</u></p> <p>Evaluation of prepared speeches (presentations), precis, including glossary of terms, reports on analytical practical tasks as part of current and modular control, and exam. Individual project/assignment presentation and defence: student present a sustainable marketing strategy for a real or fictional brand.</p>				
Equipment used	Laptop, software, internet connection				
Evaluation criteria	<p>The final grade for the discipline for the semester is the final semester grade, which consists of the scores of everyday (current), modular (intermediate), and final control. The distribution of scores by types of control is aimed at encouraging regular, systematic completion of tasks by the student.</p> <p>Everyday control – 40 points Modular control-1 - 5 points Modular control-2 - 5 points Exam – 50 points</p> <p>Total points for studying the discipline are 100.</p> <table border="1" data-bbox="459 2002 1481 2110"> <tr> <td>Total score for all educational activities</td> <td>Rank according to ECTS</td> <td>Rank according to national scale</td> </tr> </table>		Total score for all educational activities	Rank according to ECTS	Rank according to national scale
Total score for all educational activities	Rank according to ECTS	Rank according to national scale			

90 – 100	A	Excellent
81-89	B	Good
71-80	C	
61-70	D	
51-60	E	Satisfactorily
21-50	FX	Not passed with the possibility of retaking the exam
0-20	F	Not passed with mandatory re-study of the discipline

Assignments and evaluation criteria	Maximum score (% of maximum score)
1. Everyday control	
Evaluation criteria	
The postgraduate student has a full command of the learning material, presents it freely, independently, and with justification during oral presentations and written responses, and deeply and comprehensively reveals the content of theoretical questions and practical tasks, using both mandatory and additional sources. The postgraduate student demonstrates the ability to independently set research tasks and carry them out.	36-40 (90-100 %)
The postgraduate student has a sufficiently full command of the learning material, presents it with justification during oral and written responses, and mostly reveals the content of theoretical questions and practical tasks, using mandatory sources. The answers to some questions (or the completion of some tasks) do not demonstrate a sufficient depth of understanding. The student is able to establish logical connections and provide justification, while allowing for insignificant inaccuracies and minor errors.	28-36 (71-89 %)
The postgraduate student generally has a command of the learning material and presents its main content during oral presentations and written responses, but without deep analysis, justification, or argumentation, relying on a limited list of sources. The postgraduate student makes significant inaccuracies and errors.	20-27 (51-70 %)
The postgraduate student has a fragmentary, superficial command of the learning material (without argumentation and justification) during oral presentations and written responses, demonstrates a weak understanding of concepts, principles, and approaches, makes significant errors, and cannot establish cause-and-effect relationships or structure the material.	8-20 (21-50 %)
The postgraduate student has no or only a partial command of the learning material and is unable to present the content of most topic questions during oral presentations and written responses.	0-7 (0-20 %)
Maximum score for ongoing assessment: 40 points <i>(the score is calculated as the average of the scores for individual completed assignments, each of which is evaluated on the same scale)</i>	40 points

2. Modular control	
Evaluation criteria	
The postgraduate student has a full command of the learning material, presents it freely, independently, and with justification during oral presentations and written responses, and deeply and comprehensively reveals the content of theoretical questions and practical tasks, using both mandatory and additional sources. The postgraduate student demonstrates the ability to independently set research tasks and carry them out.	5 (90-100 %)
The postgraduate student has a sufficiently full command of the learning material, presents it with justification during oral and written responses, and mostly reveals the content of theoretical questions and practical tasks, using mandatory sources. The answers to some questions (or the completion of some tasks) do not demonstrate a sufficient depth of understanding. The student is able to establish logical connections and provide justification, while allowing for insignificant inaccuracies and minor errors.	4 (71-89 %)
The postgraduate student generally has a command of the learning material and presents its main content during oral presentations and written responses, but without deep analysis, justification, or argumentation, relying on a limited list of sources. The postgraduate student makes significant inaccuracies and errors.	3 (51-70 %)
The postgraduate student has a fragmentary, superficial command of the learning material (without argumentation and justification) during oral presentations and written responses, demonstrates a weak understanding of concepts, principles, and approaches, makes significant errors, and cannot establish cause-and-effect relationships or structure the material.	2 (21-50 %)
The postgraduate student has no or only a partial command of the learning material and is unable to present the content of most topic questions during oral presentations and written responses.	0-1 (0-20 %)
Maximum score for each modular assessment (MA-1, MA-2)	5 points
3. Student Independent Work	
Evaluation criteria	
The results of independent work (reading recommended literature, searching for literature sources on a given topic, processing them, preparing essays, presentations, and speeches, doing homework, and preparing for tests and exams, etc.) are demonstrated and evaluated during ongoing, modular, and final assessments as part of the scores allocated to these types of assessments.	-
4. Экзамен	
Evaluation criteria	50 points
The postgraduate student has a full command of the learning material, presents it freely, independently, and with justification during oral presentations and written responses, and deeply and comprehensively reveals the content of theoretical questions and practical tasks, using both mandatory and additional sources. The postgraduate student demonstrates the ability to independently set research tasks and carry them out.	45-50 (90-100 %)
The postgraduate student has a sufficiently full command of the learning material, presents it with justification during oral and written responses, and mostly reveals the content of theoretical questions and practical tasks, using mandatory sources. The	36-44 (71-89 %)

	<p>answers to some questions (or the completion of some tasks) do not demonstrate a sufficient depth of understanding³⁶. The student is able to establish logical connections and provide justification, while allowing for insignificant inaccuracies and minor errors.</p>	
	<p>The postgraduate student generally has a command of the learning material and presents its main content during oral presentations and written responses, but without deep analysis, justification, or argumentation, relying on a limited list of sources. The postgraduate student makes significant inaccuracies and errors.</p>	<p>26-35 (51-70 %)</p>
	<p>The postgraduate student has a fragmentary, superficial command of the learning material (without argumentation and justification) during oral presentations and written responses, demonstrates a weak understanding of concepts, principles, and approaches, makes significant errors, and cannot establish cause-and-effect relationships or structure the material.</p>	<p>11-25 (21-50 %)</p>
	<p>The postgraduate student has no or only a partial command of the learning material and is unable to present the content of most topic questions during oral presentations and written responses.</p>	<p>0-10 (0-20 %)</p>
	<p><i>All types of control</i></p>	<p>100 points</p>
	<p>Written assignments: Students are expected to complete several individual assignments (search for literature in English on the topic, preparation of precis and presentations).</p> <p>Academic integrity: Students' work is expected to be original, without use of AI. Failure to cite sources, fabrication of sources, plagiarism, and interference with the work of other students are examples of possible academic dishonesty, but are not limited to. Evidence of academic dishonesty in a student's written work is grounds for the instructor to fail it, regardless of the extent of plagiarism or deception. Any form of violation of academic integrity is not tolerated.</p> <p>Class attendance is an essential component of learning. All students are expected to attend all classes. Students must inform the instructor of their inability to attend class. In any case, students are required to adhere to all deadlines for all types of individual assignments required by the course.</p> <p>References. All literature that students cannot find on their own, software and presentation materials will be provided by the teacher exclusively for educational purposes without the right to transfer them to third parties. Students are expected to make their own search of literature on the subject.</p> <p>Grading policy. Points earned on current, module, and final control are considered.</p>	
<p>List of questions for modular and final control</p>	<p>Marketing concepts of pro-social orientation. Evolution of marketing concepts against the emergence of the concept of sustainable development of society. Dimensions of sustainable development: economic, social, environmental. Circular economy, low-carbon economy, circular business model Sector for environmental goods and services in the economy. Social responsibility in the organization's management system. Forms of implementation of corporate social responsibility.</p>	

Socially responsible relationships with consumers.
 Socially responsible product manufacturing.
 Principles of fair competition.
 Socially responsible marketing.
 Responsible supply chain management.
 Marketing activity codes.
 ESG factors
 Eco-design and product life cycle assessment.
 Socio-ethical B2G marketing: sustainable public procurement.
 Environmental marketing concept.
 Buyer behaviour on markets for green goods.
 Environmental certification of goods and services.
 Environmental labelling.
 Pricing in the markets of green products.
 EU policy and marketing opportunities for Ukrainian business in the context of European integration
 EU Ecodesign for Sustainable Products Regulation (ESPR)
 Digital Product Passport (DPP)
 Measuring the Product and Organizational Environmental Footprint (P/OEF)
 Promoting environmental and social values: socially responsible marketing communications.
 Non-financial (social) reporting, assessment of social responsibility performance.

Themes for precis

Introduction to Sustainable Marketing

Definitions: Sustainability, CSR, ESG, Triple Bottom Line
 Evolution of marketing in the sustainability era
 Key frameworks: UN SDGs, Circular Economy, Green Marketing

Consumer Behavior and Sustainability

Green consumer profiles
 Behavioral economics and ethical consumption
 Barriers to sustainable consumption

Market Research for Sustainability

Tools for measuring sustainability perceptions
 Life Cycle Assessment (LCA)
 ESG data and consumer insights

Sustainable Product Strategy

Eco-design and product innovation
 Cradle-to-cradle design
 Certifications and ecolabels

Sustainable Pricing and Value Perception

Pricing strategies for green products
 Perceived value vs. actual cost
 Willingness to pay for sustainability

Sustainable Distribution and Supply Chains

Ethical sourcing and logistics
 Local vs. global supply chains
 Transparency and traceability

	<p>Sustainable Promotion and Communication Green advertising and storytelling Avoiding greenwashing Social media and influencer marketing for sustainability</p> <p>Branding and Corporate Reputation Building a sustainable brand ESG reporting and brand trust Case studies: Patagonia, IKEA, Unilever</p> <p>Regulatory and Ethical Considerations Global and regional regulations (e.g., CSRD, Sustainability Disclosure Requirements (SDR), FTC Green Guides) Ethics in sustainability claims Stakeholder engagement</p>
Students survey	Students feedback will be collected via the course evaluation platform of Ivan Franko National University of Lviv after completion of the course.

Course structure

Week	Lecture theme	Hours	Materials	Theme of seminars / practical classes and plan	Hours	Literature, learning resources	Student Independent Work	Hours	Deadline
1	Topic 1. The ideology of sustainable development as the basis of modern marketing concepts - 1	2	Presentation, Video materials	<p>1: Introduction to Sustainable Marketing</p> <ol style="list-style-type: none"> 1. Overview of the UN Sustainable Development Goals until 2030 2. SDG 12 “Responsible Consumption and Production”: tasks and indicators, achieved progress 	2	<p>Literature [1-4, 7, 10], as well as:</p> <p>World Business Council For Sustainable Development (WBCSD) // https://www.wbcsd.org/</p> <p>Merlo, F. Vision 2050 Products & Materials Pathway: We can make things, smarter - World Business Council for Sustainable Development (WBCSD) // https://www.wbcsd.org/Overview/News-Insights/WBCSD-insights/Vision-2050-Products-Materials-Pathway-We-can-make-things-smarter</p> <p>Journal of Macromarketing. Volume 34 Issue 3, September 2014. «Sustainability as Megatrend» https://journals.sagepub.com/toc/jmka/34/3</p> <p>Mittelstaedt, J. D., Shultz, C. J., Kilbourne, W. E., & Peterson, M. (2014). Sustainability as Megatrend: Two Schools of Macromarketing Thought. <i>Journal of Macromarketing</i>, 34(3), 253–264. https://doi.org/10.1177/0276146713520551</p> <p>Sheth, J. N., & Parvatiyar, A. (2021). Sustainable Marketing: Market-Driving, Not Market-Driven. <i>Journal of Macromarketing</i>, 41(1), 150-165. https://doi.org/10.1177/0276146720961836</p> <p>UN General Assembly Resolution of 25. 09.2015 A/RES/70/1 “Transforming our</p>	Reading literature, preparing to the seminar	3	2 nd week

						world: the 2030 agenda for sustainable development”.			
2	Topic 1. The ideology of sustainable development as the basis of modern marketing concepts - 2	2	Presentation, Video materials			Literature [1-4, 7, 10]		2	
3	Topic 2. Moving from circular economy to circular business model	2	Presentation, Video materials	2: Consumer Behaviour and Sustainability 1. Business achievements in SDGs: overview 2. Sustainable consumption: policy and behavioural barriers 3. Digitalisation and responsible consumption	2	Literature [1-3, 4 (Ch.12-13), 7, 10], as well as: Sustainable business: It's not just about the why Jeremy Moon TEDxScottBase // https://www.youtube.com/watch?v=azM4n0zf4jw Consuming Differently, Consuming Sustainably: Behavioural Insights for Policymaking. United Nations Environment Programme, 2017. https://sdgs.un.org/sites/default/files/publications/2404Behavioral%20Insights.pdf	Reading literature, preparing to the seminar	3	4th week
4	Topic 3. Corporate social responsibility as the basis of a company's marketing strategy	2	Presentation, Video materials		2	Literature [1-4, 7, 10, 30, 34, 37]		2	
5	Topic 4. Ethical dimensions of sustainable marketing	2	Presentation, Video materials	3: Branding and Corporate Reputation 1. The effects of corporate brand sustainability on consumer behavioural outcomes: conceptual model by Gidaković et al.	2	Literature [1-4, 7, 10, 19-26], as well as: Gidaković, P., Koklič, M.K., Zečević, M. et al. The influence of brand sustainability on purchase intentions: the mediating role of brand impressions and brand attitudes. J Brand Manag 29, 556–568 (2022).	Reading literature, preparing to the seminar	3	6th week

			<p>2. Brand reputation & CSR</p> <p>3. How to build brand equity through corporate societal marketing?</p> <p>4. Green brand extensions: marketing strategy to introduce green products</p>	<p>https://doi.org/10.1057/s41262-022-00280-y</p> <p>Golob, U., Burghausen, M., Kernstock, J. et al. Brand management and sustainability: exploring potential for the transformative power of brands. <i>J Brand Manag</i> 29, 513–519 (2022). https://doi.org/10.1057/s41262-022-00293-7</p> <p>Hansen, H., Jensen, A. & Maagaard, C. The brand manager as practical author. An empirical study of the co-creation of a CSR-based brand. <i>J Brand Manag</i> 29, 584–597 (2022). https://doi.org/10.1057/s41262-022-00284-8</p> <p>Hesse, A., Bündgen, K., Claren, S. et al. Practices of brand extensions and how consumers respond to FMCG giants' greening attempts. <i>J Brand Manag</i> 29, 520–537 (2022). https://doi.org/10.1057/s41262-022-00274-w</p> <p>Hoeffler, S., & Keller, K. L. (2002). Building Brand Equity through Corporate Societal Marketing. <i>Journal of Public Policy & Marketing</i>, 21(1), 78–89. https://doi.org/10.1509/jppm.21.1.78.17600</p> <p>Mathur, V. What is Brand Value and How is it Calculated? https://www.analyticssteps.com/blogs/what-brand-value-and-how-it-calculated</p> <p>Rust, R. T., Rand, W., Huang, M.-H., Stephen, A. T., Brooks, G., & Chabuk, T. (2021). Real-Time Brand Reputation Tracking Using Social Media. <i>Journal of</i></p>			
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					<p>Marketing, 85(4), 21–43. https://doi.org/10.1177/0022242921995173</p> <p>Nickerson, Dionne, Michael Lowe, Adithya Pattabhiramaiah, and Alina Sorescu (2021), “The Impact of Corporate Social Responsibility on Brand Sales: An Accountability Perspective,” Journal of Marketing. Presentation of findings of the research: https://www.ama.org/the-impact-of-corporate-social-responsibility-on-brand-sales-an-accountability-perspective/. Video-presentation: https://www.ama.org/press-releases/the-impact-of-corporate-social-responsibility-on-brand-sales/.</p> <p>Love, E., Sekhon, T. & Salinas, T.C. Do well, do good, and know your audience: the double-edged sword of values-based CSR communication. J Brand Manag 29, 598–614 (2022). https://doi.org/10.1057/s41262-022-00282-w.</p> <p>Iglesias, O., Ind, N. Towards a theory of conscientious corporate brand co-creation: the next key challenge in brand management. J Brand Manag 27, 710–720 (2020). https://doi.org/10.1057/s41262-020-00205-7.</p> <p>Kapitan, S., Kennedy, A.-M., Berth, N. Sustainably superior versus greenwasher: A scale measure of B2B sustainability positioning. Industrial Marketing Management 76 (2019) 84–97.</p>		
6	Topic 5. Understanding markets for environmental	2	Presentation, Video materials	2	Literature [1-4, 7-10]	2	

	goods and services: buyer behaviour and environmental marketing challenges – 1								
7	Topic 5. Understanding markets for environmental goods and services: buyer behaviour and environmental marketing challenges - 2	2	Presentation, Video materials	4: Investigating Sector of Environmental Products Conduct a study of the sector of environmental goods and services for selected countries: development trends and comparative analysis.	2	Literature [1-4, 7-10, 13, 32], as well as: Eurostat // https://ec.europa.eu/eurostat/web/main/home . Statistics Denmark // https://www.dst.dk/en	Collecting and analysing data, writing report.	3	10th week
8	Topic 6. Product policy, eco-design and product life cycle assessment - 1	2	Presentation, Video materials			Literature [1-4, 7-10]		2	
9	Topic 6. Product policy, eco-design and product life cycle assessment - 2	2	Presentation, Video materials	5: Sustainable Product Strategy Developing sustainable product (case study)	2	Literature [1-3, 4 (Ch.2-5, 10), 7-10], as well as: Stanton, Julie (2020), Engaging students in the reality of macromarketing,” Macromarketing Pedagogy Place. URL : http://pedagogy.macromarketing.org/project/PP202003G/	Reading literature, selecting a product for improvement , developing sustainable product, writing report	3	15th week
10	Topic 7. Environmental certification of goods and services and environmental labelling - 1	2	Presentation, Video materials		2	Literature [1-2, 4, 7]		2	

11	Topic 7. Environmental certification of goods and services and environmental labelling - 2	2	Presentation, Video materials	<p>6: Certification and labelling of goods and services</p> <ol style="list-style-type: none"> 1. European Environmental Labelling Schemes 2. The European Eco-label 3. Environmental Product Declarations 4. Social Product Declarations 5. Environmental Certification and Labeling in Ukraine 	<p>2</p> <p>Literature [1-2, 4 (Ch.11)], as well as:</p> <p>Eco-Trainer Qualification Module 2: Certification and Labelling. 2018. URL : https://ec.europa.eu/programmes/erasmus-plus/project-result-content/2232f669-b515-4328-ab19-f764af1e819f/R7_Learning_Outcomes_M2_Certification_and_Labelling_EN.pdf</p> <p>Environmental Product Declarations. URL : https://www.environdec.com/all-about-epds/the-epd</p> <p>Social Product Declarations. URL : https://www.environdec.com/spd</p> <p>Horne, R. E. (2009). Limits to labels: The role of eco-labels in the assessment of product sustainability and routes to sustainable consumption. International Journal of Consumer Studies, 33(2), 175–182. https://doi.org/10.1111/J.1470-6431.2009.00752.X</p> <p>Green labelling and certification for infrastructure, products, packaging. URL : https://www.clustercollaboration.eu/content/green-labelling-and-certification-infrastructure-products-packaging.</p> <p>Center for Environmental Certification and Labeling. What is ecolabelling? URL : https://www.ecolabel.org.ua/en/what-is-ecolabelling.</p> <p>Center for Environmental Certification and Labeling. How to confirm in Ukraine? URL : https://www.ecolabel.org.ua/en/how-to-confirm-n-ukraine</p>	<p>3</p> <p>Reading literature, preparing to the seminar</p>	<p>12th week</p>
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						Ecolabelindex. URL : https://www.ecolabelindex.com/			
12	Topic 8. Innovations in EU policy in the field of product sustainability regulation and access to the common market – 1	2	Presentation, Video materials		2	Literature [1-8]		3	
13	Topic 8. Innovations in EU policy in the field of product sustainability regulation and access to the common market - 2	2	Presentation, Video materials	7: Product Sustainability Regulation in the EU 1. Ecodesign for Sustainable Products Regulation – ESPR: Impact on marketing 2. Digital Product Passport 3. Product Environmental Footprint 4. Organisation Environmental Footprint	2	Literature [1-3, 4 (Ch.9), 5-8, 14-17] as well as: European Commission (2013) Communication from the Commission to the European Parliament and the Council. Building the Single Market for Green Products. Facilitating better information on the environmental performance of products and organisations. Available at: https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex:52013DC019 . European Commission (2020) Communication from The Commission to The European Parliament, The Council, The European Economic and Social Committee and The Committee of The Regions. A new Circular Economy Action Plan For a cleaner and more competitive Europe. COM/2020/98 final. Available at: https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM:2020:98:FIN . European Commission (2022a) Communication from the Commission to the European Parliament, the Council, The European Economic and Social Committee and The Committee of the Regions. On making sustainable products the norm.	Reading literature, preparing to the seminar	3	14th week

					<p>COM/2022/140 final. Available at: https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52022DC0140.</p> <p>European Commission (2022b) Proposal for a Regulation of the European Parliament and of the Council establishing a framework for setting ecodesign requirements for sustainable products and repealing Directive 2009/125/EC. COM (2022) 142. Available at: https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52022PC0142.</p> <p>European Parliament (2023) Amendments adopted by the European Parliament on 12 July 2023 on the proposal for a regulation of the European Parliament and of the Council establishing a framework for setting eco-design requirements for sustainable products and repealing Directive 2009/125/EC (COM(2022)0142 – C9-0132/2022 – 2022/0095(COD)). Available at: https://www.europarl.europa.eu/doceo/document/TA-9-2023-0272_EN.html.</p> <p>Commission recommendation of 16.12.2021 on the use of the Environmental Footprint methods to measure and communicate the life cycle environmental performance of products and organisations. C/2021/9332 final. European Commission. 2021. https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=PI_COM:C(2021)9332.</p> <p>Heinemann, C., Arsenio, F. New EU eco-design proposals: Case studies to illustrate their potential impact. Final Report.</p>		
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						<p>November 2022. European Environmental Bureau (EEB). https://eeb.org/wp-content/uploads/2022/12/Impact-of-EU-ecodesign-reggs.pdf. P. 7.</p> <p>European Furniture Industries Confederation position on the Commission proposal for an Ecodesign for Sustainable Products Regulation. https://www.efic.eu/efic-position-proposal-regulation-ecodesign-sustainable-products.</p>			
14	Topic 9. Responsible B2G marketing: sustainable public procurement	2	Presentation, Video materials		2	Literature [1-4, 7]		2	
15	Topic 10. Communicating with stakeholders and managing the company's reputation via the sustainability reporting (non-financial corporate reporting) - 1	2	Presentation, Video materials	<p>8: Promotion and Communication of Sustainability</p> <ol style="list-style-type: none"> 1. Sustainability claims in an advertising: impact on brand 2. Identifying false or misleading claims 3. Recommendations for correct communication on sustainability 	2	<p>Literature [1-3, 4 (Ch.6-8), 7], as well as:</p> <p>Cummins, S., Reilly, T. M., Carlson, L., Grove, S. J., & Dorsch, M. J. (2014). Investigating the Portrayal and Influence of Sustainability Claims in an Environmental Advertising Context. <i>Journal of Macromarketing</i>, 34(3), 332–348. https://doi.org/10.1177/0276146713518944</p> <p>Sander, F., Föhl, U., Walter, N. et al. Green or social? An analysis of environmental and social sustainability advertising and its impact on brand personality, credibility and attitude. <i>J Brand Manag</i> 28, 429–445 (2021). https://doi.org/10.1057/s41262-021-00236-8</p> <p>Environmental claims in the EU: Inventory and reliability assessment. Final report. European Commission. 2020. https://circabc.europa.eu/ui/group/4427809-0-3fae-4515-bcc2-</p>	Reading literature, preparing to the seminar	3	16th week

						44fd57c1d0d1/library/b11ba10b-5049-4564-b47a-51a9bc9003c8/details?download=true False or misleading claims. https://www.accc.gov.au/consumers/advertising-and-promotions/false-or-misleading-claims Guides for the Use of Environmental Marketing Claims URL : https://www.ftc.gov/sites/default/files/attachments/press-releases/ftc-issues-revised-green-guides/greenguides.pdf			
16	Topic 10. Communicating with stakeholders and managing the company's reputation via the sustainability reporting (non-financial corporate reporting) - 2	2	Presentation, Video materials		2	Literature [1-7]		4	
	Total	32			16			42	