

Course Schedule

Grow your sustainability marketing expertise as you work through the weekly modules of this online program.

WEEK 1	<ul style="list-style-type: none">• Welcome to your Online Campus
WEEK 2	Understanding Sustainability and Marketing <ul style="list-style-type: none">• The Evolution of Marketing Thought• Framing Sustainability Marketing• Elements of Sustainability Marketing• Developing Sustainability Marketing Opportunities
WEEK 3	Developing Sustainability Marketing Standards and Strategies <ul style="list-style-type: none">• Sustainability Marketing Strategies• Marketing Strategy and Sustainability• Understanding the Marketing Environment• Developing a Sustainability Marketing Strategy
WEEK 4	Developing the Sustainability Marketing Mix <ul style="list-style-type: none">• Sustainability Branding• Sustainability Product & Corporate Communication• The Consumer as Communicator• The Nature of Price Systems
WEEK 5	Developing the Future of Sustainability Marketing <ul style="list-style-type: none">• Sustainability Marketing Transformations: Possibilities and Problems• Reframing Sustainability Marketing• Social Marketing and Sustainability• From Sustainability Micromarketing to Sustainability Macromarketing

Synchronous meetings will happen each Wednesday at 6-8 pm CET.

Course Schedule could change based on the class mix and participant's education needs, local times at the start of the program.