

# International Winter School- Manipal University Jaipur [IWSMUJ]-2023



**[Hybrid Mode]**

## Course/Project Overview

### Name of Course/Project- Sustainable Marketing in Business

Name of instructor: Dr. Sunny Dawar, Dr. Meenakshi Sharma & Dr. Savita Panwar

Session: Jan.-Feb. 2023

Language of instruction: English

Number of contact hours: 36

Credit awarded: 03

### Objective of Course/Project

Conventional marketing continues to exist within an economic hyperspace in which there are no physical limits on the availability of resources. Conventional marketing thought and practice have struggled to adopt a world that we now realize could be destroyed by unconstrained consumption. This course attempts to change the present situation by providing a vision of marketing, which will help to become environmentally, socially, and economically sustainable.

### Syllabus:

Understanding sustainability and marketing: Sustainable development towards transformation, Emergence of sustainability marketing, Elements of sustainable marketing; Sustainable Consumer Behaviour: Sustainability and consumption, The consumption process, Understanding sustainable consumer behaviour, Consumer behaviour for sustainability, Harnessing consumer behaviour for sustainability; Sustainability marketing values, Sustainability marketing objectives; Sustainability marketing strategies; The sustainability marketing mix: Customer solutions, Communications, Customer cost, Convenience; Developing the future of sustainability marketing: Sustainability marketing transformations, Reframing sustainability marketing.

### Organization of Course

Total contact hrs 36		
1st week:	10 hrs (classes)	2 hrs (self-study/project)
2nd week:	10 hrs (classes)	2 hrs (Mid-term exam/assessment/discussion)
3rd week:	10 hrs (classes)	2 hrs
4 <sup>th</sup> week:	6 hrs (Classes)	2hrs (End term exam)

**Mode of lectures:** Hybrid mode lecture/videos/case study/ discussion/ workshop/ hands-on

**Course/Project Plan**

Lecture no.	Topic	Lecture mode	Instructor
L: 1-6	Understanding sustainability and marketing: Sustainable development towards transformation, Emergence of sustainability marketing, Elements of sustainable marketing;	Lecture/ Discussion	Dr. Sunny Dawar
L: 7-18	Sustainable Consumer Behaviour: Sustainability and consumption, The consumption process, Understanding sustainable consumer behaviour, Consumer behaviour for sustainability, Harnessing consumer behaviour for sustainability;	Lecture/ Discussion	Dr Meenakshi Sharma
L: 19-25	Sustainability marketing values, Sustainability marketing objectives; Sustainability marketing strategies	Lecture/ Discussion	Dr Meenakshi Sharma
L: 25-30	The sustainability marketing mix: Customer solutions, Communications, Customer cost, Convenience	Lecture/ Discussion	Dr. Savita Panwar
L: 31-36	Developing the future of sustainability marketing: Sustainability marketing transformations, Reframing sustainability marketing.	Lecture/ Discussion	Dr. Sunny Dawar/ Dr. Savita Panwar

**Brief profile of the instructor**



Dr. Sunny Dawar is working as an Assistant Professor (Selection Grade) in Department of Commerce, School of Business & Commerce at Manipal University Jaipur, Rajasthan. He is having 12 years' experience of academics and industry. He has earned his Doctoral degree from M. L. Sukhadia University, Udaipur, Rajasthan. Dr. Sunny specializes in sustainable development, branding, and consumer behavior. He has presented many research papers in various national and international conferences and also published several research papers in many journals of repute.



Dr. Meenakshi Sharma is working as an Assistant Professor in the Department of Business Administration, School of Business & Commerce at Manipal University Jaipur, Rajasthan having experience of more than 6 years in industry and academics. She has earned her Doctorate from Birla Institute of Technology and Science, Pilani (BITS Pilani) and has authored many research papers in various National & International Journals. Her area of interest is Sustainable marketing, Consumer Behaviour, and other marketing related concepts.



Dr. Savita Panwar is Assistant Professor (Senior Scale) in Department of Commerce, School of Business & Commerce at Manipal University Jaipur, Rajasthan. She has more than ten years of academic experience. Her area of expertise is marketing and consumer behaviour. She has published several papers in journals of repute and has presented papers at various national and international conferences.