



SELF PROGRAM 2019/2020

Responsible Marketing: Surfing the Green Wave

Andrew Simpson

Course information

Number of credits: 6 credits

Contact hours: 30 hours

Hours taught per week: 3 hours

Teaching period: fall 2019

Course description:

Taking sustainable development in its broadest form the aim of this course is to raise awareness about the importance of social responsibility in business today and how this has become a key marketing and HR tool.

By looking at French cities the student will get a better feel of life in France, its politics, traditions, cultures, ambiguities, strengths and weaknesses, not to mention the threats which are international.

“Surfing” because all our views on any subject are now governed by what we can obtain from the net and mobile. The shop-window is the web-site but its impact can be totally negated by information that runs uncontrolled from other sources like advisors, blogs; fora and, of course, the social networks.

“The green wave” because environmental/societal issues are to the fore in most promotional campaigns. Countries, regions, cities, towns, businesses all want to seem to be “greener” or, to use a less loaded term, responsible.

Cities need to attract new business, thus people, and the quality of life will be at the heart of the decision to settle, or not. The students will choose a city in France and see how it presents itself to gain international recognition, to climb up the league tables and win business (use Lyon as a benchmark).

Each city needs an aggressive marketing plan as it is up against strong competition from within its own country but also without. Globalisation has meant that distances are no longer a big issue as long as the communication infrastructure is in place.

With sustainability in mind, the quality of life in the place to work is essential when attracting or keeping employees. What goes on inside an organization is no longer secret with the spread of information so the corporate image has to be groomed.

New, 4.0 companies are attracting the better employees but how are they working on their CSR and using it to communicate?

If we look at the Triple Bottom Line (People, Planet, Profit), or the Quadruple BL as it has become by having Ethics added, we can see that a key element of SD is the human one. The Zs, it would seem have different aspirations to their older generations. New demands, requirements and, maybe, are less likely to compromise.

Corporations are going to need this fresh work force but who is going to have to adapt? Will the new employee lie down and compromise like her/his elder? Or will the workplace have to modify to entice and keep the new talent?

Moreover, for the UBER generation (or Air BnB or Blablacar) a more pragmatic approach to consumption is growing. The ACCESS economy is here and taking over. This is having a profound impact on production and distribution. Owning is no longer the norm.

At the end of the course there could well be more questions than answers, but the student will have a clearer view of France and its market and, as a result, more able to profit from business opportunities as understanding culture is a must in business development.

To quote Sun Tzu, “know thy enemy”.

Prerequisites

An awareness of environmental issues and the way they are being used or abused in corporate strategy.

A desire to think about leading rather than simply following. Think “out of the box”.

An ability to grasp the bigger picture. To be able to analyse measures being proposed in Europe, and especially France, with those in the rest of the world.

An understanding of how the 4Cs have replaced the 4Ps and what this really means.

The importance of CSR in HR and recruitment along with the new economic models that are already modifying the working environment.

Course objectives

Examine how the environment is playing a leading role in the marketing strategies of not just corporations but also countries and cities.

Lead students to look at new businesses which are capitalizing on this societal influence.

Examine “societal” marketing and separate the true from the false.

Have students discuss issues which are impacting France in particular, how a responsible attitude has become a key to local and business development. Look at actions being taken in major cities, compare and contrast philosophies and objectives.
Work their ability to hold convincing presentations where emphasis is as much, on the communication as on the ideas (though both, of course, are intricately linked).
And last, but not least, anticipate future trends and the radical changes that are in the pipeline.

Assessment:

50% 2 oral presentations of 25/30 minutes will be required, in groups.
50% final exam (written)

Attendance:

In order to participate, students must be present. Nevertheless, a maximum of 2 (two) justified absences will be allowed. Students who exceed 2 absences will be dropped from the course. Students absent at final exam will not receive a mark for the course

Bibliography:

Armstrong, Gary, and Philip Kotler. Principles of Marketing. 12th ed
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Green Business Practices for Dummies by Lisa Swallow
Vaaland, T. I., Heide, M., & [Kjell Grønhaug](#). (2008). Corporate social responsibility: Investigating theory and research in the marketing context. European Journal of Marketing
Societal Marketing by Philip Kotler
The Economist
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