

DEREE COLLEGE SYLLABUS FOR: MK4369 Sustainability, Ethics, and Cause-Related Marketing		3/0/3
(Updated: Fall 2026)		UK LEVEL: 6 UK CREDITS: 15
PREREQUISITES:	MK 2030 Introduction to Marketing MK 3159 Consumer Behaviour PH 3005 Business Ethics	
CATALOG DESCRIPTION:	Intersection of sustainability, corporate ethics, and cause-related marketing within the contemporary global business environment. Global sustainability goals. Ethical practices in corporate sustainability initiatives. design and implementation of cause-related marketing (CRM) campaigns. ethical and strategic implications of integrating social and environmental causes into marketing initiatives. tools used to measure the impact and effectiveness of such campaigns. real-world case studies across a variety of different sectors and industries.	
RATIONALE:	Throughout the global economy, firms are increasingly being held accountable for their environmental stewardship, social impact, and ethical decision-making. As consumers, regulators and stakeholders demand greater transparency and socially responsible behaviour, sustainability and ethical considerations have become central to marketing strategy both at the macro and micro level. Cause-related marketing, in particular, has evolved from a niche promotional tactic into a widely adopted corporate strategy aimed at creating shared value for both business and society at-large. The focus of this course is to provide students with the essential skills necessary to evaluate and design sustainability-oriented marketing initiatives. By understanding sustainability frameworks, ethical theories, and CRM strategies, whilst examining a variety of different case studies, students will be able to critically evaluate the ethical challenges and strategic opportunities that arise as organizations align themselves with social and environmental causes. The course prepares students to make informed, responsible, and impactful marketing decisions that serve all stakeholders whilst positively contributing to the overall value of the firm.	
LEARNING OUTCOMES:	<i>As a result of taking this course, the student should be able to:</i> 1. Analyse key concerns in corporate sustainability, corporate social responsibility (CSR), and business ethics. 2. Critically evaluate the dimensions of sustainability initiatives and CRM campaigns using established ethical frameworks. 3. Analyse real-world case studies to identify best practices, risks, and outcomes associated with corporate sustainability and CRM strategies. 4. Develop a sustainability-focused marketing strategy that integrates ethical considerations and cause-related marketing principles.	
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: • Lectures and class discussions. • Case-study analysis. • Office hours held by the instructor to provide further assistance to students. • Use of library facilities for further study and preparation for the exams	

	Use of the Blackboard course management platform to further support communication, by posting lecture notes, assignment instruction, timely announcements, formative quizzes and online submission of assignments.						
ASSESSMENT:	Summative: <table border="1"> <tr> <td>1st assessment: In-Class Closed-Book Midterm 1.5 hour</td><td>40%</td></tr> <tr> <td>Final assessment: Individual Take-Home Project (40%) and Presentation (20%)</td><td>60%</td></tr> </table> Formative: <table border="1"> <tr> <td>Students may submit a total of one draft for the Individual Take-Home Project.</td><td>0</td></tr> </table> The 1st assessment tests Learning Outcomes LO1 and LO2 The final assessment tests Learning Outcomes LO3 and LO4 Students are required to resit failed assessments in this module.	1 st assessment: In-Class Closed-Book Midterm 1.5 hour	40%	Final assessment: Individual Take-Home Project (40%) and Presentation (20%)	60%	Students may submit a total of one draft for the Individual Take-Home Project.	0
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Final assessment: Individual Take-Home Project (40%) and Presentation (20%)	60%						
Students may submit a total of one draft for the Individual Take-Home Project.	0						
INDICATIVE READING:	REQUIRED READING: Daskalopoulou A. & Yannopoulou N. (2025) Marketing Ethics and Consumer Society practising Inclusive, Responsible and Sustainable Marketing. Routledge. ISBN 9781032994901 RECOMMENDED READING: Schamp, C., Heitmann, M., Peers, Y., & Leeflang, P. S. H. (2024). Cause-Related Marketing as Sales Promotion. <i>Journal of Marketing Research</i>, 61(5), 955–974. https://doi.org/10.1177/00222437231200807 Fan, X., Deng, N., Qian, Y., & Dong, X. (2022). Factors Affecting the Effectiveness of Cause-Related Marketing: A Meta-Analysis. <i>Journal of Business Ethics</i>, 175(2), 339–360. https://doi.org/10.1007/s10551-020-04639-6 Kennedy, A.-M., & Smith, J. (2022). Socially Responsible (Macro-Social) Marketing. <i>Journal of Macromarketing</i>, 42(4), 572–582. https://doi.org/10.1177/02761467221087356 Siaw, C. A. (2025). Marketing with a social conscience: strategic windows for aligning societal marketing with corporate identity. <i>Strategy & Leadership</i>, 53(1), 84–102. https://doi.org/10.1108/SL-10-2024-0109 Altinbasak-Farina, I. and Burnaz, F. (2019), Ethics, Social Responsibility and Sustainability in Marketing, Springer.						
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	REQUIRED MATERIAL: N/A RECOMMENDED MATERIAL: N/A						
COMMUNICATION REQUIREMENTS:	Use of appropriate academic conventions as applicable in oral and written communications.						

SOFTWARE REQUIREMENTS:	MS Office and Blackboard CMS
WWW RESOURCES:	https://www.ama.org/ https://www.insightsassociation.org/
INDICATIVE CONTENT:	1. Marketing Ethics and Ethical Consumers 2. The Politics of Consumption and Consumer Activism 3. Brand Activism vs 'Woke-washing' and Exploitation 4. Gender, Sexuality, and Marketing 5. Consumer Vulnerability, Consumer Well-being, and Caring Marketplaces 6. CSR, the Sustainability Dialogue, and Signals of Communication 7. Social and Cause-related Marketing