


5 credits

30.0 h

Q2

Teacher(s)	Ruwet Coline ;Swaen Valérie ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	<p>This course is designed to increase awareness and provide tools for analyzing ethics, beliefs and attitudes related to marketing and consumption, and how they relate to issues of sustainability. One of the major causes of the deterioration of the global environment is the unsustainable pattern of consumption and production, particularly in industrialized countries. Beyond the necessity to promote efficiency in production processes there is a need to shift to more sustainable patterns of consumption (e.g., environmentally-friendly behaviors, local products consumption, voluntary simplicity, de-growth). In this context, this course addresses the question of consumer social responsibility in the transformation process towards more sustainable consumption-production-patterns from an environmental and social justice perspective. Moreover, based on some non-ethical practices quite frequently observed in practice, we will discuss the growth of consumer activism as well as the design and implementation of a sustainable marketing approach.</p>
Aims	<p>During their programme, students of the LSM Master's in management or Master's in Business engineering will have developed the following capabilities'</p> <p>1.1 Demonstrate independent reasoning, look critically and consciously acquired knowledge (both academic and common sense) and managerial practices, in light of emerging circumstances and their outcomes</p> <p>1.2 Decide and act by incorporating ethical and humanistic values, integrity, respect for the laws and conventions, solidarity and civic action, and sustainable development.</p> <p>1.3 Decide and act responsibly, while taking into account the social, economic and environmental sometimes antinomic, outcomes in the short, medium and long term, for the various stakeholders</p> <p>2.2 Master highly specific knowledge in one or two areas of management : advanced and current research-based knowledge and methods.</p> <p>3.3 Consider problems using a systemic and holistic approach : recognize the different aspects of the situation and their interactions in a dynamic process.</p> <p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Evaluate the impact of corporate and consumer decisions on, society, and the natural environment, • Identify and evaluate the different forms of consumption behaviors and their impact on sustainability, • Identify and activate the social and psychological motivators behind pro-sustainable behaviors, • Explore the use of social marketing to plan and implement behavioural changes in consumers towards a more sustainable lifestyle, • Propose solutions to marketing challenges with ethical and sustainability implications relevant for marketing management. <p>-----</p> <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Evaluation methods	<p>Continuous assessment</p> <p>The assessment of your performance will be composed of the following elements:</p> <ul style="list-style-type: none"> - Teamwork by group of 4-5 students (65%): <ul style="list-style-type: none"> o 30%: Presentation and discussion of a scientific article o 35%: in-depth analysis of a specific case <p>Examination in session</p> <p>June: Written exam (45%) to be done in session</p> <p>September: Written exam on the whole course material (3h)</p> <p>Unavailability: 30/06</p>
Teaching methods	The format is based on active learning and includes lectures, case studies, videos, incidents and class discussion, qualified speakers and a project work by group.
Content	<p>1. <u>Consumer sovereignty and sustainable consumption</u>: What are the different types of sustainable consumption patterns (e.g., buying fair-trade, buying green, but also sharing, recycling, re-using; we can also debates on simplicity, sufficiency and de-growth)? Who are the sustainable consumers? What are consumers' attitudes and behaviors toward consumption and sustainability? Which potential drivers might motivate consumers to use their</p>

	<p>buying power as a sort of "vote" for more responsible alternatives? What potential barriers might prevent consumers from acting more responsibly?</p> <p>2. Ethical issues related to marketing and consumption: We will debate on the ethical critiques of consumerism, as well as some common ethical issues related to marketing and consumption (e.g., impact of consumption decisions on the economy and the environment, privacy issues in the interconnected world, digital property, deceit, outright lies, or manipulation).</p> <p>3. The growth of consumer activism: In this digital world, more than ever before, consumer movements challenge social order and transform it through the propagation of ideologies of consumption in hope of changing mainstream practices. Consumer activism tactics include boycotts, 'buycotts', petitioning the government, media activism, and organizing interest groups.</p> <p>4. Sustainable consumption in practice: we will explore the diverse strategies to foster sustainable consumption from creating new sustainable business models with the product-service system economy to downsizing and low-impact lifestyles or grassroots innovations. These new patterns of consumption will be studied through specific fields and case studies: food, waste, energy, finance, and housing.</p>
Bibliography	<ul style="list-style-type: none"> • The exact list of references will be quoted or provided via Moodle. Examples of references include the following ones : <ul style="list-style-type: none"> - Dubuisson-Quellier, S. (2013). Ethical Consumption. Nova Scotia, Canada: Fernwood Publishing. • Harrison, R., Newholm, T., & Shaw D. (2007), The Ethical Consumer, Sage. - Emery B. (2012), Sustainable marketing, Pearson. - Palazzo, G. & Wentland, M. (2011), Responsible management practices for the 21st century, Pearson. • Seyfang, G. (2008). The New Economics of Sustainable Consumption: The Seeds of Change. New York, Palgrave Macmillan.
Other infos	<p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Evaluate the impact of corporate and consumer decisions on, society, and the natural environment, • Identify and evaluate the different forms of consumption behaviors and their impact on sustainability, • Identify and activate the social and psychological motivators behind pro-sustainable behaviors, • Explore the use of social marketing to plan and implement behavioural changes in consumers towards a more sustainable lifestyle, • Propose solutions to marketing challenges with ethical and sustainability implications relevant for marketing management.
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Management	GEST2M	5		
Master [120] in Management	GESM2M	5		