COURSE DETAIL

ENGAGING CONSUMERS WITH SUSTAINABILITY

Country
United Kingdom - England

Host Institution
University of Sussex

Program(s)
Summer in Sussex

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
109

UCEAP Course Suffix
S

UCEAP Official Title
ENGAGING CONSUMERS WITH SUSTAINABILITY

UCEAP Transcript Title
CONSUMERS&SUSTAINAB

UCEAP Quarter Units
6.00

UCEAP Semester Units

4.00

Course Description

This course provides an in-depth understanding of how sustainability intersects with consumer engagement and business strategies. It's perfect for anyone intrigued by sustainable business practices, consumer behavior, and their impact on our environment. Throughout the course, delve into key topics such as sustainable consumption, green marketing, circular economy, ethical consumer behavior, and corporate social responsibility. Also explore how digital technology influences and enables sustainable practices. The course uses collaborative activities to stimulate critical discussions around sustainability issues in modern businesses. Analyze an organization's strategy for incorporating sustainability into their consumer engagement initiatives and explore the complexities that arise in the interplay between consumers, businesses, and the environment. Additionally, have the opportunity to participate in business simulations focusing on sustainability, which enhances practical understanding of creating and implementing consumer engagement strategies centered around sustainability. In essence, this course offers a comprehensive exploration of sustainability in the business context, equipping you with the tools to engage consumers effectively and ethically in a world increasingly focused on sustainable practices.

Language(s) of Instruction
English

Host Institution Course Number
IS451

Host Institution Course Title
ENGAGING CONSUMERS WITH SUSTAINABILITY

Host Institution Course Details
https://www.sussex.ac.uk/study/study-abroad-at-sussex/our-programs/summer-schoo…

Host Institution Campus University of Sussex
Host Institution Faculty Business School
Host Institution Degree
Host Institution Department
Course Last Reviewed 2025-2026

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