

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

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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 Campus

University of Sussex

Host Institution Faculty

Business School

Host Institution Degree

Host Institution Department

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