

COURSE DETAIL

SUSTAINABLE MARKETING

Country

Korea, South

Host Institution

Yonsei University

Program(s)

Yonsei University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

160

UCEAP Course Suffix**UCEAP Official Title**

SUSTAINABLE MARKETING

UCEAP Transcript Title

SUSTAINABLE MARKET

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

Sustainable marketing involves the creation and delivery of value to customers in ways that honor and improve both environmental and societal wellbeing. Through lectures and case studies, this course covers the principles of sustainable marketing across various industries, such as apparel, food, automotive, and technology, and provides an understanding of the sustainable consumer.

Students learn to develop sustainable marketing strategies and explore how traditional marketing principles are being reshaped by growing sustainability concerns.

The course defines sustainable marketing and links it to related business concepts like corporate social responsibility and delves into the "triple bottom line" framework, which encompasses economic performance, environmental impact, and social impact. Utilizing real-world examples, the course examines the buy-one-give-one business model through the lens of Bombas, reviews corporate sustainability strategies, and discusses how Allbirds adapts its approach to maintain competitiveness. The course also covers the characteristics, psychology, and behaviors of sustainable consumers.

Students are introduced to the Intention-Behavior gap, which highlights the difference between consumers' sustainable attitudes and their actual behaviors. Through the SHIFT framework, students investigate ways to bridge this gap by addressing key factors such as social influence, habit formation, individual identity, feelings and cognition, and tangibility. Additionally, students analyze sustainable consumer trends, including voluntary simplicity, vintage fashion, and sustainable luxury.

A detailed examination of Norlha, a luxury yak wool textile enterprise on the Tibetan Plateau, provides a case study in sustainable luxury.

This class then covers the essential steps for creating a sustainable marketing plan, discussing product development and marketing sustainable innovations, and applying these concepts through the Aleph Farms case.

Next, students learn how to use life cycle analysis to assess the social and ecological impacts of sustainable products and explore issues related to sustainable supply chain management and the management of re-commerce platforms within the circular economy. Finally, we study how to design effective communication campaigns for sustainability goals, illustrated by the General Motors case on electric vehicles.

Language(s) of Instruction

English

Host Institution Course Number

BIZ3344

Host Institution Course Title

SUSTAINABLE MARKETING

Host Institution Course Details**Host Institution Campus****Host Institution Faculty****Host Institution Degree****Host Institution Department****Course Last Reviewed**

2025-2026

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