

COURSE DETAIL

SUSTAINABLE AND SOCIAL MARKETING

Country

United Kingdom - England

Host Institution

University of London, Queen Mary

Program(s)

Summer at Queen Mary London

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

102

UCEAP Course Suffix

S

UCEAP Official Title

SUSTAINABLE AND SOCIAL MARKETING

UCEAP Transcript Title

SUST/SOC MARKETING

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course examines how marketing can drive social change and sustainability, extending beyond commercial objectives to tackle societal, ethical, and environmental challenges. Topics explored include sustainable marketing and consumer behavior, corporate social responsibility and ethics, and social marketing and behavior change strategies, in order to develop sustainability and social impact competencies, addressing the green skills gap, and evaluating the impact of social marketing interventions. The course focuses on these themes to understand their implications for consumer behavior, business practices, and society at large.

Language(s) of Instruction

English

Host Institution Course Number

SUM4000U

Host Institution Course Title

SUSTAINABLE AND SOCIAL MARKETING

Host Institution Course Details

<https://www.qmul.ac.uk/summer-school/what-can-i-study/modules/sustainable-and-s...>

Host Institution Campus

University of Queen Mary

Host Institution Faculty

School of Business and Management

Host Institution Degree

Host Institution Department

Course Last Reviewed

2026-2027

[Print](#)