

MSc in Sustainability Management

# Fundamentals of Marketing and communication

Professor:

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Office hours: By appointment

Course Type: Compulsory

Credits: 3 ECTS

Term: Second

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## Course Description

Sustainable marketing aims to promote a company's sustainable and environmentally friendly products or services. As environmental problems increase and society becomes more socially responsible, consumers are looking for companies that reflect their values.

The marketing process focuses on designing value proposals that incorporate the rational and emotional elements that most condition the purchase choice of its customers. Today, especially in young audiences, sustainability is an unavoidable requirement in all product and service development processes. Sustainability is a requirement that is demanded in the composition of the product and in the entire production process. The goal of sustainability can manifest itself from the design of every aspect of the product, to the way we produce, distribute and market it.

In this course we will focus on the analysis of markets and the study of planning tools, with the aim of facilitating strategic decision-making, all under ethical and sustainability criteria, which allow organizations to take advantage of business opportunities and achieve the objectives set. Through this course the student will analyze the tools and methods for the analysis of market opportunities as well as use the planning tools for decision-making of entry into the market. The student must carry out a market analysis to be able to identify opportunities and segments of potential consumers or clients based on needs related to sustainability and business ethics aspects. The student can begin this analysis based on the SDGs and the need for companies and consumers to align themselves with these SDGs.

After developing the opportunity analysis, the student should be able to prepare a proposal for products or services that respond to the needs detected, such as the

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development of an ecological product, a recycling service, a circular economy business model, among others.

The projects prepared and presented by the students will then be responses aligned to the SDGs and that will be carried out using and applying the marketing tools that will be learned in the subject.

### Objectives and competences

The objectives of the course include:

Develop in-depth knowledge of the world of marketing as a strategic function and as the axis of the company's value proposition.

The marketing subject will propose the keys to a complete orientation of the company to the client and not to the sale. Deep understanding of customer needs as a tool for designing a marketing strategy, will be necessary in order to succeed in this process.

The student will learn how to incorporate sustainability as part of the value proposition of any company, and to understand the needs that this transition generates, in all types of companies specialized on manufacturing supplies, technology and business services.

The subject's mission is to help students design products and services, as well as communication formulas focused on a message of sustainability.

### Methodology

The program combines different teaching methodologies in order to offer a rigorous and interactive learning experience, involving both individual and group work. Classes are mostly interactive and include continuous assessment.

The teaching method combines:

- Lectures. Provide the students the opportunity to share experiences and ideas, as well as debate different points of view.
- Group-based activities: During the course, the students will work in groups to develop a project, consisting of the design, either of a marketing strategy for companies that include sustainability as an element of strategic differentiation, or the marketing strategy of a company specialized in sustainability projects. The projects will be presented and discussed at the end of the term.

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- Discussion of articles and study cases is an effective way to illustrate real situations of firms facing a specific marketing problem, and taking proper strategic and tactic decisions

### Evaluation criteria

- Resolution and delivery of the course final project (several deliveries throughout the course): 40%
- Oral presentation of the course final project (including preparation of a PowerPoint): 10%
- Written final exam: 35%
- Attendance and class participation (in discussions, assignments...): 15%

#### ○ Retakes

Retakes will be available for students under specific circumstances:

- Failing the final exam but not the course:
  - A remedial exam will be available with the same content covered on the final exam.
- Failing the course:
  - A recovery exam will be available. This exam will consist of ALL the content the subject covered throughout the term.

#### ○ Important

- A minimum grade of **4 out of 10** in the final exam is necessary for the other evaluation criteria to be taken into account when computing the student's overall grade for the course. Therefore, students who obtain less than a 4 out of 10 in the final exam will fail the course automatically. Those students will have to take a remedial exam
- This course includes group assignments (case studies and projects). At the end of the term, and in order to discourage free-riding behaviors, students will have the opportunity to evaluate the involvement of the rest of their team members in all group assignments that took place within the term. Students who obtain sufficiently poor evaluations from their team members will be penalized. The penalty will involve a reduction in the overall group assignment grade (max penalty: 50% reduction of this grade).
- All the activities that are submitted past the deadline or that do not follow the submission instructions in terms of content, format, etc. will be considered as 'not submitted'.

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- Students are required to attend 80% of classes. Failing to do so without justified reason will imply a zero grade in the participation/attendance evaluation item and may lead to suspension from the program
- Students who fail the course during the regular evaluation are allowed ONE re-take of the evaluation, in the conditions specified above. If the course is again failed after the retake, the student will have to register again for the course the following year.
- In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they study the possibility of rescheduling the exam (one possibility being during the “Retake” period). In the meantime, the student will get an “incomplete”, which will be replaced by the actual grade after the final exam is taken. The “incomplete” will not be reflected on the student’s Academic Transcript.
- Plagiarism is to use someone else’s work and to present it as one’s own without acknowledging the sources properly. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at any UPF-BSM Master of Science and signing the “Honor Code,” students acknowledge that they understand the schools’ policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program.

### Calendar and contents

LECTURE	TOPIC	ACTIVITY/READINGS
1: 20/01/23	Introduction to marketing. The role of marketing in the strategic process. The Marketing process in sustainable companies: segmentation, choice of target segments, and positioning objectives.	<ul style="list-style-type: none"> <li>• Selected readings /articles</li> <li>• Individual Activity</li> </ul>
2: 27/01/23	Market research in the selection of opportunity niches.	<ul style="list-style-type: none"> <li>• Selected readings /articles</li> <li>• Introduction to the Group activity</li> </ul>
3: 03/02/23	The marketing plan of sustainable companies. Its role within the overall strategic plan.	<ul style="list-style-type: none"> <li>• Selected readings /articles</li> </ul>

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4: 10/10/23	Entry strategies in new market segments: attacking strategies, shielding, flanking and guerrilla	<ul style="list-style-type: none"> <li>• Selected readings /articles</li> <li>• Work on group activity</li> </ul>
5: 17/02/23	Growth strategies (intensive, diversification and integration), consolidation and downsizing.	<ul style="list-style-type: none"> <li>• Selected readings /articles</li> </ul>
6: 24/02/23	Intensive strategies. How to create a better product in a company oriented to sustainability.	<ul style="list-style-type: none"> <li>• Selected readings /articles</li> <li>• Work on group activity</li> </ul>
7: 03/03/23	The product: rational and emotional arguments for choice. Sustainability as an emotional argument.	<ul style="list-style-type: none"> <li>• Selected readings /articles</li> </ul>
8: 10/03/23	The product: rational and emotional arguments for choice. Sustainability as an emotional argument.	<ul style="list-style-type: none"> <li>• Selected readings /articles</li> <li>• Work on group activity</li> </ul>
9: 24/03/23	Effective communication of sustainability arguments	<ul style="list-style-type: none"> <li>• Selected readings /articles</li> <li>• Work on group activity</li> </ul>
10: 24/03/23	Project presentations	
11: 31/03/23	Exam	

### Bio of the faculty

**Francesc Rufas Gregori** is a senior lecturer at EAE Business School, the Central University of Vic and the University of Girona. He has previously worked in master's and MBA programs at other universities and business schools in Barcelona, Madrid and Latin America.

He holds an MBA from the CJC University of Madrid and a Master's in Marketing and Management from the University of La Verne in California, United States. He also holds a degree in economic and business sciences from the University of Barcelona.

Over the last years he has lectured multiple courses, associated with the areas of strategies of marketing, retail management, international marketing, marketing determinants, strategic planning, management skills, sales and commercial management etc. Additionally, he has lectured over 50 seminars and conferences in universities and business schools in different countries.

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As a teacher, Francesc gives his classes a dynamic and practical character. His experience as his consultant allows him to contribute countless examples and real cases to his classes based on his experience in multiple industrial and service sectors.

He has been recognized 4 times as the best professor at the EAE Business School and recognitions for his teaching work at other universities. Over the years, he has participated as a speaker at the World Marketing Congresses, held in Mexico, Peru and Barcelona. He has been recognized by the Boston Consulting Group among the 8 best expert Marketing consultants in Spain.

Francesc is CEO and senior consultant in the consulting firm Enginy Assessors. Previously, he reached the position of senior consultant at Coopers & Lybrand at the age of 26. As a consultant, Francesc is a specialist in the areas of management, sales and marketing in general. He has developed multiple product projects, brands and services, for more than 100 companies. He is especially recognized in the retail sector where he has worked extensively in the franchise segment. He has developed projects for important companies in Spain and abroad.

## Reading Materials/ Bibliography/Resources

There is no required textbook. All readings and additional material will be shared in “Aula Global” according to the needs of each session.

### Basic bibliography

- Sustainable Marketing: How to Drive Profits with Purpose / Michelle Carvill. Ed. Bloomsworth 2021.
- Greener Marketing. John Grant. 1st.Edition. Ed. Wiley 2021.
- Kotler, P.; Keller, K.L. Marketing management, 14<sup>a</sup> edition 2019. Pearson/Prentice Hall, Madrid.
- Lambin, J. J, Strategic Marketing. Esic Editorial, 2018.

### Recommended bibliography

- Ethics, Social Responsibility and Sustainability in Marketing/ Ipek Altinbasak-Farina y Sebnem Burnaz. Ed. Springer 2019.
- The purple cow. Transform Your Business by Being Remarkable/ Seth Godin. Ed. Penguin 2010

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