



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Lorena Bašan, Ph.D., Associate Professor	
Name of the course	<b>Sustainability marketing</b>	
Study programme	Management of Sustainable Development	
Status of the course	compulsory	
Year of study	3 <sup>rd</sup>	
ECTS credits and manner of instruction	ECTS credits	6 ECTS
	Number of class hours (L+E+S)	60 (30+0+30)
<b>1. Course objectives</b>		
<p>Sustainability marketing is a modern concept in the development of marketing theory. It underscores the importance of applying sustainability in creating and maintaining relationships with customers and the social and natural environment, while accomplishing the objectives of enterprises. In sustainability marketing, a special influence is exerted by consumers, who are increasingly aware of the importance of applying sustainability principles and whose behaviour determines the need for enterprises to adjust by including sustainability principles in their marketing strategies. Accordingly, the basic objectives of the course are:</p> <ul style="list-style-type: none"> <li>• to teach students the importance of applying sustainability principles and sustainability marketing in businesses</li> <li>• to enable students to master the knowledge needed to understand the concept of sustainability marketing by helping students to acquire specific knowledge in the field of sustainable development, the previous development and elements of sustainability marketing, the application of sustainability in consumer behaviour and company marketing strategies, as well as in the field of social marketing and sustainability</li> <li>• applying the acquired theoretical knowledge to a concrete marketing context in tourism</li> </ul>		
<b>2. Course enrolment requirements</b>		
Students are required to have passed the Marketing examination. It is assumed that students possess basic knowledge in the field of marketing.		
<b>3. Expected learning outcomes</b>		
<p>After passing the course examination, students should be able to:</p> <ul style="list-style-type: none"> <li>• describe the features of sustainable tourism development and explain its importance</li> <li>• correctly explain the concept of sustainability marketing</li> <li>• describe and define the elements of sustainability marketing</li> <li>• describe and explain the application of sustainability and how it relates to consumer behaviour, marketing strategies and the marketing mix</li> <li>• explain the application of sustainability in the performance of a tourism enterprise</li> <li>• explain the concept of social marketing and the application of sustainability</li> <li>• correctly explain the concept of socially responsible business and how it relates to social objectives</li> <li>• explain contemporary trends and their impact on the development of sustainability marketing</li> <li>• analyse, make a case fore, describe and interpret sustainability marketing by implementing acquired theoretical knowledge to concrete situations on the tourist market.</li> </ul>		
<b>4. Course content</b>		



<ol style="list-style-type: none"> <li>1. Sustainable development – concept and attributes</li> <li>2. The development and term of sustainability marketing</li> <li>3. The concept and elements of sustainability marketing</li> <li>4. Sustainability and consumer behaviour</li> <li>5. Sustainability and marketing strategies</li> <li>6. Sustainability and the marketing mix             <ol style="list-style-type: none"> <li>6.1. Customer solutions</li> <li>6.2. Communications</li> <li>6.3. Costs for customers</li> <li>6.4. Convenience</li> </ol> </li> <li>7. The possibilities of applying sustainability in tourism enterprises</li> <li>8. Social marketing and sustainability</li> <li>9. Socially responsible business in enterprises</li> <li>10. Company marketing and social objectives</li> <li>11. Future lines of sustainability marketing development</li> </ol>							
5. Manner of instruction		<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork			<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other		
6. Comments							
7. Student responsibilities							
Class attendance and accomplishment of teaching duties.							
8. Monitoring of student work <sup>1</sup>							
Class attendance	2,4	Class participation		Seminar paper	0,6	Experimental work	
Written exam	1,1	Oral exam		Essay		Research	0,2
Project		Continuous assessment	1,7	Report		Practical work	
Portfolio							
9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
<p>Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management.</p> <p>For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.</p>							
10. Mandatory literature (at the time of submission of study programme proposal)							
<ol style="list-style-type: none"> <li>1. Kotler, Ph., Lee, N.: DOP-Društveno odgovorno poslovanje: Suvremena teorija i najbolja praksa, M.E.P. d.o.o., Zagreb, 2009.</li> <li>2. Müller, H.: Turizam i ekologija, Masmedia, 2004.</li> <li>3. Pavlović Križman, D.: Marketing turističke destinacije, Sveučilište Jurja Dobrile u Puli, 2008.</li> </ol>							
11. Optional/additional literature (at the time of submission of the study programme proposal)							
<ol style="list-style-type: none"> <li>1. Belz, F., Peattie, K.: Sustainability Marketing, John Wiley &amp; Sons, Ltd., 2010.</li> <li>2. Martin, D., Schouten, J.: Sustainable Marketing, Prentice Hall, 1 edition, 2011.</li> </ol>							

<sup>1</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



3. Fuller, D.A.: Sustainable Marketing: Managerial-Ecological Issues, Sage Publication, 1 edition, 1999.
4. Middleton, V.T.C., Hawkins, R.: Sustainable Tourism: A Marketing Perspective, Butterworth-Heinemann (An imprint of Elsevier Science), 1998.

*12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences*

The quality of the programme, teaching process, *teaching* skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.