

Core Courses	Approaches
Principles of Marketing	Environmental concepts integrated into the discussion of marketing mix concepts such as, product, price, place, and promotion strategies
Consumer Behavior	Sustainable consumer behavior as it relates to: <ul style="list-style-type: none"> • Consumer motivation and values (conscientious consumption, LOHAS consumers) • Psychographics and lifestyle analysis/segmentation
Market Research	Marketing measurement and analysis that pertain to (but is not limited to): <ul style="list-style-type: none"> • Identifying and using social and environmental indicators in the measurement of business success • Integrating sustainability index • Analysis of life-cycle assessment (design, manufacture, use and disposition of a product)
Marketing Strategy	This course typically serves as the capstone course for a marketing major. The course content culminates the topics covered in principles of marketing, consumer behavior, and market research. Holistic integration of various sustainability concepts in re-examining key elements (marketing mix elements, objectives, goals, tactics) in the strategic planning process.
Elective Courses	Approaches
Community-Based Social Marketing	Developing sustainable solutions through: <ul style="list-style-type: none"> • Awareness of local and global social issues, implications, and interconnectedness • Engagement with local institutions in developing implementable, research-driven, sustainable solutions
Sustainability Marketing	Entire course dedicated to providing an in-depth understanding of sustainability and marketing. Typically, an upper level elective that students with basic knowledge of marketing principles can take.
Sustainable Retailing	This course analyzes the environmental impacts of various retail management operations and the associated benefits and opportunities as well as best practices and processes in sustainable retail operations.
Sustainable Product Design and Innovation	The course focuses on how to design and market a product with the lowest environmental footprint. Apart from selecting the right materials and processes to design new products according to sustainability principles, how to market them without “green washing” is emphasized.
Pedagogy	Approaches
Field Trips	<ul style="list-style-type: none"> • Principles of Marketing Course – Field Trip to a recycling center • Consumer Behavior Course – Field Trip to local farmers markets • Sustainability Marketing Course – Field Trip to a recycling center • Community-Based Social Marketing Course – Field Trip to local neighborhoods experiencing gentrification
Class Projects	<ul style="list-style-type: none"> • Consumer Behavior Course - Neighborhood Ring Study Project (see Table 2) • Community-Based Social Marketing Course - CAS (ring study) (see Table 3) • Sustainable Retailing Course - Sustainability assessment of a local retail store
Documentaries	<ul style="list-style-type: none"> • The True Cost (2015) • Dive (2009) • The Human Footprint (2008) • Wasted (2017)