

**DEPARTMENT OF COMMERCE  
SHYAM LAL COLLEGE, UNIVERSITY OF DELHI**

**Subject- Sustainability Marketing**

**Course & Sem - B.Com(H) IV Sem**

**Paper Type - Discipline Specific Elective**

<b>S.N.</b>	<b>From</b>	<b>To</b>	<b>Topics</b>
Week 1	18-Jan-24	20-Jan-24	Introduction, Sustainability- Concept
Week 2	22-Jan-24	27-Jan-24	Sustainability- Concept, Issues, SDG Goals
Week 3	29-Jan-24	3-Feb-24	Sustainability Marketing- Concept, Rationale, Evolution, Pillars of Sustainability Marketing, Linkage with SDGs
Week 4	5-Feb-24	10-Feb-24	Sustainability and Ethical Decision Making. Challenges of Practising SM- Sustainability and Profitability.
Week 5	12-Feb-24	17-Feb-24	Triple Bottom Line- An Overview. Sustainability Opportunities- Marketing Environment
Week 6	19-Feb-24	24-Feb-24	Segmentation, Targeting and Positioning; Holistic Approach to Sustainability
Week 7	26-Feb-24	2-Mar-24	Creating Value through Sustainability- Designing the Marketing Mix
Week 8	4-Mar-24	9-Mar-24	Unsustainable Lifestyles, Dimensions of Sustainable Consumer Behaviour. Motives of adapting Sustainable Consumer Behaviour
Week 9	11-Mar-24	16-Mar-24	Attitude-Behaviour Inconsistency in Sustainable Buying Decisions, Environmental Consciousness
Week 10	18-Mar-24	23-Mar-24	Sustainable Consumption- Beliefs, Social Norms, Values, Cases of Mindful Consumption and Responsible Consumption
	<b>24-Mar-24</b>	<b>31-Mar-24</b>	<b>MID SEMESTER BREAK</b>
Week 11	1-Apr-24	6-Apr-24	Developing and Reinforcing Behaviour through 3 R's- Recycle, Reuse and Reduce.
Week 12	8-Apr-24	13-Apr-24	Sustainable Products, Sustainable Branding and Packaging. Sustainable Pricing Decisions, Sustainable Marketing Communication
Week 13	15-Apr-24	20-Apr-24	Sustainability and Promotion Mix Decision, Marketing Channels and Sustainable Supply Chain.
Week 14	22-Apr-24	27-Apr-24	An Overview of Legal Framework- Leading Cases and Developments
Week 15	29-Apr-24	4-May-24	Role of Sustainable Marketing in Global Network.
Week 16	6-May-24	11-May-24	Revision

**Teaching Methods :** Discussion method  
Lecture method  
Flip classroom  
Project work