## Course Syllabus

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| **Code - Course Title** | **PZL413 - Environmental and Social Sustainability in Marketing** |
| **Course Type** | VII. SEMESTER |
| **Laboratory + Practice** | 2+0 |
| **ECTS** | **5.0** |
| **Language of Instruction** | Türkçe |
| **Course Type** | Area Elective Courses |
| **Course Instructor(s)** | DR. ÖĞR. ÜYESİ NAZLI NUR UZ |

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|---|---|
| **Mode of Delivery** | Face to face |
| **Prerequisites** | There is no prerequisite or co-requisite for this course. |
| **Courses Recomended** | There is no recommended optional programme component for this course. |
| **Recommended Resources** | https://sdgs.un.org/https://iklim.gov.tr/yonetmelikler-i-24https://iklim.gov.tr/bm-iklim-degisikligi-cerceve-sozlesmesi-i-33https://iklim.gov.tr/paris-anlasmasi-i-34https://iklim.gov.tr/kyoto-protokolu-i-35 https://iklim.gov.tr/viyana-sozlesmesi-i-36https://iklim.gov.tr/montreal-protokolu-i-38 |
| **Work Placement** | N/A |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| **Week - 1** | | Introduction to sustainability | |
| **Week - 2** | | UN sustainable development goals | |
| **Week - 3** | | International agreements and standards related with sustainability | |
| **Week - 4** | | Company reports related with sustainability | |
| **Week - 5** | | Environmental sustainability topics: Environmental pollution, Climate change, Renewable energies, Ecological footprint | |
| **Week - 6** | | Environmental sustainability in marketing | |
| **Week - 7** | | Sustainable production and consumption | |
| **Week - 8** | | Eco-labels, Waste management | |
| **Week - 9** | | Pricing, distribution and promotion of green products | |
| **Week - 10** | | Social Sustainability Topics: Poverty, Hunger, Health, Education, Gender equality | |
| **Week - 11** | | Social sustainability in marketing | |
| **Week - 12** | | Relationships with stakeholders, Corporate social responsibility | |
| **Week - 13** | | Fair trade | |
| **Week - 14** | | Social marketing | |

## Learning Outcomes

| # | Learning Outcome |
|---|---|
| 1 | Describe the changing marketing paradigms |
| 2 | Explain the external factors affecting business in marketing activities |
| 3 | Explain the sustainability concept |
| 4 | Evaluate the sustainability reports of business enterprises |
| 5 | Describe the importance of sustainability in marketing activities |
| 6 | Develop suggestions related to environmental and social sustainability issues in marketing activities |

## Sustainable Development Goals

*No content has been provided.*

## Course Theme

*No content has been provided.*

## AKTS Workload

| Activity | Duration (Hour) | Count | Workload |
|---|---|---|---|
| Teorik Derse Katılım | 0 | 0 | 0 |
| Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı) | 0 | 0 | 0 |
| Ödevler | 0 | 0 | 0 |
| Proje - Rapor - Sunum Hazırlama | 0 | 0 | 0 |
| Ara Sınav Hazırlığı (sınav süresi dahil) | 0 | 0 | 0 |
| Final Sınavı Hazırlığı (sınav süresi dahil) | 0 | 0 | 0 |
| Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.) | 0 | 0 | 0 |
| Staj Uygulaması | 0 | 0 | 0 |
| | | **Calculated ECTS** | **0** |

## Assessment Method and Passing Requirements

*No content has been provided.*

| Assessment Method and Passing Requirements | Quamtity | Percentage (%) |
|---|---|---|
| 1.Midterm Exam | 1 | 20 |
| Final Exam | 1 | 40 |
| Quiz | 1 | 20 |
| Project | 1 | 20 |
| | **Sum (%)** | **100** |