Course Syllabus

Code - Course Title	**PZL555 - Sustainability and Marketing**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. BAYRAM ZAFER ERDOĞAN

Mode of Delivery	On Campus Education
Prerequisites	None
Courses Recomended	None
Recommended Resources	Madran, Canan ve Tanyeri, Mustafa (2020) Sürdürülebilir Kalkınma Amaçları ile Kurumsal Dönüşüm, Akademisyen Kitapevi, Ankara.Frank -Martin Belz & Ken Peattie (2012) Sustainability Marketing, A Global Perspective, Second edition, Wiley.
Work Placement	None

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Overview of Sustainable Development Goals (SDG)	
Week - 2		Environmental Issues-I (SDG 13, 14 and 15)	
Week - 3		Environmental Issues-II (SDG 6, 7 and 11)	
Week - 4		Social Issues-I (SDG 1, 2 and 3)	
Week - 5		Social Issues-II (SDG 4, 5,)	
Week - 6		Political Issues (SDG 10, 16 and 17)	
Week - 7		Economic Issues-I (SDG 8 and 9)	
Week - 8		Economic Issues-II (SDG 12 and 17)	
Week - 9		The Role of Marketing in achieving the SDG	
Week - 10		Sustainable Consumer Behavior	
Week - 11		Shared Values and Goals of Sustainability and Marketing	
Week - 12		Sustainability and Marketing Strategies	
Week - 13		Sustainability and Marketing Tactics	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Sustainability and Marketing Operations	

Learning Outcomes

#	Learning Outcome
1	Learning about the Sustainable Development Goals put forward by the United Nations
2	Gaining the ability to analyze the causes of current critical problems facing the world
3	Understanding the potential contributions of marketing science to solving the world's current sustainability problems
4	Learning to use effective marketing strategies, tactics and practices to solve the world's current sustainability problems

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.