MKTG 2503: Sustainability in the Marketplace

A. COURSE DESCRIPTION

Credits: 1
Lecture Hours/Week: 1
Lab Hours/Week: *.
OJT Hours/Week: *.
Prerequisites: None
Corequisites: None
MnTC Goals: None

Today's highly competitive, globalized world with limited resources requires organizations and businesses to consider new ways of doing things. In this course, students will explore "sustainability" in the contexts of social and environmental responsibility and discover how this movement is spurring innovation in the marketplace.

B. COURSE EFFECTIVE DATES: 01/10/2011 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Explore the sustainable business movement centered on the triple bottom line; identify sustainable organizations and their practices and products found in the marketplace.
2. Link the 3 R's: Reduce, Reuse and Recycle and product life cycle to "green" product design and process innovation.
3. Describe alternative energy sources, logistics and identify LEED® Building Design characteristics. Explore how organizations communicate their positive impact on the environment and society.

D. LEARNING OUTCOMES (General)

1. The learner will gain an understanding of the topic of sustainability as it relates to new and innovative practices and products found in today's marketplace. Students will be able to identify the benefits of sustainable initiatives, consumer preferences related to sustainability, and suggest practices for adoption.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted