



**UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA**

SYLLABUS DEL CORSO

Marketing e sostenibilità: creare valore senza compromessi

2627-BbetweenSDG-06-09

Module description

The module examines the role of marketing in the transition towards more sustainable business models. It explores the relationship between marketing strategies, corporate responsibility and the creation of economic, social and environmental value, highlighting how sustainability can be integrated into business decision-making and relationship-building processes with different stakeholders.

Through theoretical lessons, case studies and practical exercises, participants will be guided in designing marketing strategies aimed at creating shared value. These strategies will integrate economic objectives, consumer needs and environmental protection, without treating sustainability merely as a promotional tool.

Learning goals

Participants will have acquired an understanding of the role of marketing in the transition towards more sustainable business models and of the relationship between marketing strategies, corporate responsibility and the creation of economic, social and environmental value.

They will be able to analyse the main dimensions of sustainability and assess their integration into business decisions, offer innovation processes and relationships with different stakeholders. They will also develop the ability to understand changes in consumer behaviour and growing expectations regarding sustainable products, services and companies.

The module will enable participants to recognise the main tools of sustainable marketing and evaluate their effectiveness in relation to a company's economic, social and environmental objectives. Particular attention will be paid to responsible communication, transparency and the distinction between genuine sustainability and greenwashing.

At the end of the module, participants will be able to design marketing strategies aimed at creating shared value by integrating economic objectives, consumer needs, corporate responsibility and environmental protection.

General goal

The general objective of the module is to develop participants' ability to understand and apply sustainable marketing principles in the design of business strategies that create shared economic, social and environmental value, integrating corporate responsibility, consumer needs and environmental protection into decision-making processes.

Specific skills and competences

By the end of the module, participants will be able to analyse the role of marketing in sustainability processes and identify opportunities to integrate economic, social and environmental objectives. They will be able to assess the consistency between a company's stated values, its marketing strategies and its actual practices.

Participants will acquire the ability to analyse consumers' needs and expectations regarding sustainability, segment the market according to attitudes towards responsible consumption and contribute to the design of products and services capable of creating value for the company, customers and other stakeholders.

They will also be able to apply sustainable marketing tools to the definition of the offering, positioning, pricing, distribution channels and communication strategies. They will be able to develop clear, transparent and verifiable environmental and social messages, while recognising potential forms of greenwashing or misleading communication.

Finally, participants will be able to assess the economic, social and environmental impacts of marketing strategies and design proposals aimed at creating shared value, promoting corporate responsibility and supporting sustainability over the medium and long term.

Sustainable Development Goals of the 2030 UN Agenda

In particular, knowledge of the tools covered by the module intends to favor the following SDGs: Objective 9: Industry, Innovation and Infrastructures, Objective 12: Responsible consumption and production, Objective 13: Climate change.

Breakdown of meetings

The module, lasting 12 hours, is divided as follows: 6 meetings, two hours.

First meeting 2 hours – Marketing and Sustainability: Concepts, Evolution and Perspectives

Second meeting 2 hours – Consumers, Needs and Responsible Behaviour

Third meeting 2 hours – Designing Sustainable Products and Services

Fourth meeting 2 hours – Positioning, Pricing and Distribution in Sustainable Offerings

Fifth meeting 2 hours – Case studies

Sixth meeting 2 hours – Final Workshop: Designing a Sustainable Marketing Strategy

Number of participants

There is no limit to the number of participants.
The module is delivered remotely.

Language used in meetings

Italian

Delivery period of the module

Methods of assessing the outcomes of the learning process

Participants will be provided with materials on the topics covered. At the end of month, it will be possible to agree on an in-depth study for an oral discussion at the end of the month. Quizzes, open-ended questions, incentives for interactive participation, drafting of short assignment during the course of the various modules may also be provided.

Department of affiliation of the teacher

Department of Economics, Management and Statistics (DEMS)

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION |
CLIMATE ACTION
