

FÖ0445 HT2020 - Marketing, Responsibility and Ethics (FÖ0445), 15 hp, Uppsala, 100%; 31 Aug - 01 Nov 2020 (period 1a-1b); Application code: SLU-10208

Date & Time		Room	Activity	Information	
W 36					
Module 1: Marketing and Sustainability					
Tue	1/9	13-15	L	Course Introduction (PA Langendahl and Hina Hashim)	
Thu	3/9	13-15	L	Lecture: Marketing in context of sustainability (PAL)	
W 37					
Mon	7/9	13-16	Zoom	Lecture: Theories of ethics (HH)	
Tue	8/9	10-12	Zoom	Mini seminars in student-groups (PAL)	Meetings in student groups to prepare presentation at Seminar 1
Wed	9/9	14-15	Zoom	Q & A Fika (HH)	
Thu	10/9	13-15	L	Seminar 1: Sustainability marketing (PAL)	Presentations led by student-groups and discussion
Fri	11/9				Submit individual assignment 1
W 38					
Mon	14/9	13-15	Zoom	Circular Bio economy (PAL)	With students in LV0116
Module 2: Sustainability marketing in practice					
Thu	17/9	13-15	Zoom	Lecture: Corporate Social Responsibility (HH)	With students in TN0350
Fri	18/9	10-12	Zoom	Lecture: Corporate Branding (HH)	
W 39					
Mon	21/9	10-12	L	Seminar on Corporate Social Responsibility (HH)	
Tues	22/9	9-12	Zoom	Lecture: value adding strategies in agri-food business, part 1 (FF, PAL)	Mandatory
Tues	22/9	13-15	Zoom	Lecture: value adding strategies in agri-food business, part 1 (FF, PAL)	Mandatory
Thu	24/9	13-16	Zoom	Guest Lecture: Innovation and sustainability (Matthew Cook, PAL)	Mandatory
Fri	25/9				Final Submission individual assignment (CSR) 2
W 40					
Mon	28/9	9-12	Zoom	Consumption & Sustainability (PA Langendahl)	
Module 3: Evaluating and communicating sustainability					
Mon	28/9	13-16	Zoom	Information literacy workshop (Sabina Lundberg) link: https://slu-se.zoom.us/j/65568940330	Assignment 3: Individual preparation for project
Tues	29/9				Submit assignment 3
Wed	30/9	10:30-12:30	K	Introduction to project (PAL & HH)	Groups
Thu	1/10				Submit group-project proposal
Fri	2/10	10-12	Zoom	Project proposal seminar (PAL)	
W 41					
Mon	5/10	9-12	Zoom	Lecture on systems thinking & systems analysis. How can environmental, economic and social criteria be evaluated and weighted for food chains? (PAL)	With students in LV0103
Tues	6/10	9-12	Zoom	Lecture on LCA Method (PAL)	With students in LV0103
Wed	7/10	10-12	Zoom	Academic Writing workshop (JT)	
Thu	8/10	13-15	Aud-humbla	Seminar: Evaluating and communicating sustainability (PAL)	
Fri					Submit assignment 3
W 42					
Mon	12/10	13-16	Online	Exam	Home exam
Thu	15/10		Zoom	Project supervision	See Schedule for supervision
Fri	16/10		Zoom	Project supervision	See Schedule for supervision
Module 4: Project work					
W 43					
Wed	21/10				Submit report
Thu	22/10			Project Seminar & opponent discussion	See Schedule for supervision
Fri	23/10			Project Seminar & opponent discussion	See Schedule for supervision

Course information

Course team:

- Per-Anders Langendahl (course-leader); per.anders.langendahl@slu.se
- Hina Hashim (lecturer); hina.hashim@slu.se

Lecturers

- Sabina Lundberg (SL) – Information literacy
- Jannie Teinler (JT) – Academic writing workshop
- Matthew Cook (MC) – Innovation and Sustainability
- Fredrik Fernqvist (FF) – Value adding strategies

Lecture hall:

- Audhumbla is located in VHC
- Lecture hall K is located in teachers building
- Lecture L is located in teachers building
- Zoom is a digital platform for online lectures

Course literature

Borglund *et al.*, 2017. *CSR and Sustainable Business*. Sanoma Utbildning AB, Sweden