

FÖ0445 HT2021 - Marketing, Responsibility and Ethics, 15 hp, Uppsala, 100%;
30 Aug - 01 Nov 2020 (period 1a-1b); Application code: SLU-10238.2122

Date & Time		Activity			Information/ instructions
W 35					
Mon	30/8	13-15	Online	Course introduction (PAL & HH)	
Tue	31/8				
Wed	1/9	9-12	Online	M1:1 Lecture on Marketing and (un)sustainability (PAL)	
Fri	3/9			Student-led group activity Assignment 1	M1 Prepare Seminar
W 36					
Tue	7/9	13-16	Online	M1:2 - Seminar (PAL)	Student led presentations
Wed	8/9				M1 – Submit assignment
Thu	9/9		Online	M2:1: Lecture on theories of Ethics (HH)	
Fri	10/9	14-15	Online	Q & A (PAL & HH)	
W 37					
Mon	13/9	13-15	Online	M2:2 – Lecture on Branding and ethics (HH)	
Tue	14/9	09:15-12:00	Online	M0:1 Information literacy skills (Sabina Lundberg)	Mandatory attendance
Wed	15/9				M0 - Submit Assignment on information literacy
Thu	16/9	9-12	Online	M2:3 Seminar (HH)	
Fri	17/9	14-15	Online	Q&A	M2: Submit individual assignment
W38					
Mon	20/9	13-15	Online	M3:1 – Lecture on Corporate Responsibility (HH)	
Tue	21/9	09:15-12:00	Online	M0:2 Academic writing workshop (Jannie Teinler)	Mandatory attendance
Wed	22/9	9-12	Online	M6:1 Introduction to group project (PAL)	Project team formations
Thu	23/9	9-12	Online	M3:2 Seminar (HH)	
Fri	24/9	14-15		Q&A (PAL & HH)	
W 39					
Mon	27/9	13:00-16:00	Online	Lecture M4:1: Life Cycle Assessment – An Introduction (Pernilla Tidåker)	Mandatory attendance; Prepare by reading the paper by Tidåker et. al., 2021
Tue	28/9	13:00-15:00	Online	M4:2 – workshop on LCA (Pernilla Tidåker)	Mandatory attendance.
					M6: Submit project topic
Wed	29/9	10-12	Online	M6:2: Seminar project topics (PAL)	M6: Present project topic
Thu	30/9				
Fri	01/10	10-12	Online	M4:3 Seminar (PAL)	M3: Submit assignment
W 40					
Mon	4/10	13-15	Online	M5:1: Lecture on Business models & Value Adding Strategies (Fredric Fernqvist)	Mandatory attendance
Tue	5/10	9-12	Online	M5:2 Workshop on business models (Fredric Fernqvist)	Mandatory attendance
Wed	6/10	10-12	Online	Q&A in prep for Exam (HH & PAL)	
Thu	7/10				
Fri	8/10	9-17	Online	Exam	(date for reexam)
W 41					
Thu	14/10				M6: Submit questions for supervisor meeting
Fri	15/10			M6:3 - Project supervision (PAL & HH)	See separate schedule
W 42					
Thu	21/10				M6: Submit seminar report
W 43					
Mon	25/10			M6:4 Project Seminars	See separate schedule
Wed	27/10				M6: Submit final project report
Thu	28/10				Deadline for residual assignments

Course information

Course team:

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

Lecturers

- Sabina Lundberg (SLU) – Information literacy
- Jannie Teinler (SLU) – Academic writing workshop
- Fredrik Fernqvist, Senior lecturer in horticultural economics and business administration, SLU
- Pernilla Tidåker, Senior lecturer in Food Systems, SLU

Course literature

- Guyader, H., Ottosson, M., and Parment, A. 2020. Marketing and Sustainability: Why and how sustainability is changing current marketing practices
- Complementary readings (journal articles listed in canvas)

Course modules (M), topic (0-6) and examination

Course modules	Topic	Implementation	Examination
M0	Generic skills: Information literacy; academic writing	M0:1 Workshop M0:2 Workshop	Active participation
M1	Marketing and (un)sustainability (PAL)	M1:1 Lecture M1:2 Seminar	Individual Submission M1/ Exam
M2	Ethics (HH)	M2:1 Lecture M2:2 Lecture M2:3 Seminar	Individual submission M2/ Exam
M3	Corporate Responsibility (HH)	M3:1 Lecture M3:2 Seminar	Exam/ Individual Submission M3
M4	Life Cycle Assessment in Science & business (Pernilla Tidåker & PAL)	M4:1 Lecture M4:2 Workshop M4:3 Seminar	Assessed via exam; participation
M5	Business model innovation PAL & FF	M5:1: Lecture & Workshop M5:2 Lecture	Assessed via exam; participation
M6	Group project investigation (PAL & HH)	M6:1 Lecture M6:2 Supervision M6:3 Seminar	Project report, presentation and active participation