

FÖ0500 Sustainable Marketing in the Biobased Sector (15 ECT)

2024- 11-01- 2025-01-19 Application code: SLU-20152

Open course home page: <https://student.slu.se/en/studies/courses-and-programmes/course-search/course/F%C3%960500/20152.2425/Sustainable-marketing-in-the-biobased-sector/>

Red = mandatory participation

Date (week)	Time* ¹	Reading or preparations (lecture / seminar, case or project)	Person	Lecture hall ² (sal) (see location below the table)
(W 44) 1/11 Fri	10-12	<i>Welcome to the course!</i> Learning objectives, course outline, templates, Canvas, course representative and registration	Cilla	Sal x, Ulls
	13-16	<i>Sustainability within supply chains</i>	Rasmus	Sal S Ulls
W 45 4/11 Mon	09-12	<i>Lecture 0. Introduction to marketing and strategic management.</i> Start reading the articles +course book and prepare for the seminar 1	Torbjörn	Sal Z, Ulls
5/11 Tue	09-12	Lecture 00. Introduction to marketing and Strategy cont. + prepare for the sem. 1	Torbjörn	Sal Z, Ulls
Wed Nov 6th (lunch – afternoon) “Näringslivsdag” after lunch (when you can meet corporations and organiza that may offer a summer job or a job after your degree – mix and mingle!				
8/11 Fri.	09-12	Seminar 1	Torbjörn	Sal Y, Ulls
(W 46) 11/11 Mon	13-16	Lecture 1	Cilla	Sal S, Ulls
12/11 Tue	13-15	Lecture 2	Cilla	Sal S, Ulls
13/11 Wed	09-12	TBA	TBA	Sal S Ulls
14/11 Thur.	09-12	Lecture 3	Cilla	Sal S Ulls
15/11 Fri.	13-15	Seminar 2	Cilla	Sal Z, Ulls
W (47) 18/11 Mon.	13-16	Lecture 4	Cilla	Sal S, Ulls
19/11 Tue.	9-12	Lecture 5 + <u>project group division presentation</u>	Cilla	Sal S e Ulls
	13-16	<i>Navigating studies, work and Arla in the context of sustainable food systems</i>	Eric L(Arla)	Sal S, Ulls

¹ * The time provided in the schedule is **a quarter past the hour** unless it says: "X.00". The class starts at the time in the schedule. If you are late, please wait for the next break. Do not come in late, especially not when we have an external lecturer.

² SLU, Ultuna Finding your way to campus – and finding your way on campus: <https://www.slu.se/en/about-slu/locations/slu-uppsala/>

20/11 Wed.	10-12	Lecture 6	Cilla	Sal S, Ulls
21/11 Thur.		Time to read		
22/11 Fri.	10-12	Seminar 3	Cilla	Sal Z, Ulls
<i>Don't forget to REGISTER for the examination, the qviss (in Ladok)</i>				
<i>13.00 Submit a selected <u>topic</u> for your project in Canvas in the group folder and as an assignment (names and topic)</i>				
(W 48) 25/11 Mon.	13-14 14-16	Environmental Management at SLU Consultation time for group projects	Kalle M Cilla	Sal S, Ulls
26/11 Tue.	9-12	TBA	TBA	Sal S, Ulls
	13-16	TBA	TBA	Sal S, Ulls
27/11 Wed.	9-12	Strategy in practice	Martin R	Sal S, Ulls
28/11 Thur.	13-15	Seminar 4	Cilla	Sal Z, Ulls
29/11 Fri.	09-12	From FSC to WWF	Lena	Sal S, Ulls
<i>13.00 Proposal D-day (submit in Canvas - assignment and in the group folder with a clear document name)</i>				
(W 49) 2/12 Mon	13-16	Lecture 7	Cilla	Sal S, Ulls
3/12 Tue	09-12	Discussion of proposals - opponent roles, where you provide oral and written feedback in the document for two other groups + <i>half time oral course evaluation</i>	Julia	Sal Y Ulls
4/12 Wed		Time to read and work on group project		
5/12 Thur	09-12	TBA	TBA	Sal S Ulls
	13-16	From OK Q8 to...	Mariana	Sal S Ulls
6/12 Fri.	10-12	Seminar 5	Cilla	Sal Z, Ulls
(W 50) 9/12 Mon	09-12	TBA	TBA	Sal S Ulls
10/12 Tue	13-15	Qviss examination- in class, closed books, individual examination	Cilla	Sal V Ulls
11/12 Wed		Project work		
12/12 Thur	09-12	ALT. Qvizz (depends on no. of students)		<u>Sal W</u> , Ulls hus

13/12 Fri	<u>10-12</u>	<i>Project consultation in zoom</i>	Julia	Zoom
(W 51) 16/12 Mon	12.30-16.30	Workshop - Seminar 6	Cilla	Sal S Ulls
17/12 Tues		Project time- last day to send an e-mail for digital consultation before Christmas	Julia	
18/12 Wed		Project time Teacher reply – digital consultations in e-mail + group project time until the Christmas break		
19/12 Thurs		group project time until the Christmas break		
20/12 Fri		+ group project time until the Christmas b		
(W 52) 23/12-1/1 2025		Christmas break		
(W 1, 2025) 2-3/1		Project time (all week)		
(W 2) 7/1 Tue	10-12	Project consultation - if you want to ask questions about the project presentations, just join the zoom link	Julia	Zoom
13.00 7/1 D-day to submit the project report in Canvas in preparation for the seminars 9/1				
8/1 Wed		Reading project reports – Prepare presentation and opponent roles		
9/1 Thur	09-15	Project presentations - A presentation and opponent schedule see Canvas	Julia	Sal Z, Ulls
10/1 Fri		Revise the project manuscript, making use of feedback from the opponent.		
W 3 13-14/1 Mon, Tue		Revise the project manuscript, making use of feedback from the opponent.		
15/1 Wed	09-12	Qviss re-examination (only for students that <u>did not pass the first exam</u>) + Time to revise the project report, use of opponent feedback		Sal Z, Ulls
16/1 Thur		Revise the project manuscript, making use of feedback from the opponent.		
17/1 Fri	12.00 (noon)	D-day for turning in the final version of the project report (Canvas) and any make-up tasks (Canvas)		
Thank you for shared learning – please don't forget to fill out the course evaluation				

In the next version of the schedule, which will be available the first day of classes, you will get much more information about the external lecturers, readings for each lecture etc. on the following pages.