

COURSE INSTRUCTOR

Arnaud Philippe Monnier

SHORT BIOGRAPHY

Arnaud Monnier obtained his Ph.D. in Management with a specialization in Marketing from Cornell University. Prior to his Ph.D., he received a Master in Business Administration with a specialization in Marketing from Erasmus University Rotterdam. Arnaud Monnier conducts research in consumer psychology, with an expertise in behavioral pricing, consumer well-being, and food decision-making. His research has been published in the field's flagship academic journal, the Journal of Consumer Research (see Monnier and Thomas 2022, and Allen, Gupta, and Monnier 2008), and in the Journal of the Association for Consumer Research (see Monnier et al. 2022). In the past, Arnaud Monnier also worked as a Sales Force Coordinator for General Mills France, and as a business journalist for the leading food retail magazine in France, Linéaires.

INSTITUTIONAL EMAIL

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OFFICE HOURS

By appointment only.

PREREQUISITE(S) / PRÉ-REQUISITO(S)

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COURSE UNIT AIMS

This course is designed to provide students with an understanding of how marketing can respond to one of the most pressing issues of our times: sustainable development. This course will introduce principles of sustainability in the marketplace, and will focus on environmental issues and challenges for marketing managers in international markets and how managerial decisions can encourage consumers to adopt sustainable behaviors.

COURSE UNIT CONTENT

The course will cover the following:

- Overview of sustainability and its impact on Marketing
- Understanding consumers responses to sustainable marketing; how to communicate value and encourage sustainable behavior
- Developing sustainable marketing strategies
- Developing sustainable marketing mix

- Challenges to sustainable marketing (greenwashing, stakeholders management, etc.)

LEARNING OBJECTIVES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes):

LO1 How Marketing can respond to the growing issue of sustainable development

LO2 Key concepts and challenges of sustainability marketing More specifically, participants should be able to (skill- and competency-based outcomes)

LO3 Develop a sustainability marketing strategy aligned with company values, develop the marketing mix and set specific objectives

LO4 Avoid the traps of greenwashing and striving for greater sustainability impact

TEACHING AND LEARNING METHODS

Lectures, case studies, discussions, group work

ASSESSMENT

50% team work 50% individual

BIBLIOGRAPHY

UN Report, Better Business, Better World (2020), Executive Summary & Section 1: <https://sustainabledevelopment.un.org/content/documents/2399BetterBusinessBetterWorld.pdf>

White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, 83(3), 22-49.

More readings to be announced at the beginning of the course

ADDITIONAL INFORMATION

Course Impact Relation

Throughout the teaching period, the course equips students with foundational skills that will enable them to develop further understanding in future courses, directly related with the SDG Agenda.

