

Conscious Marketing and Communication

Course Syllabus

Version: 05/01/2024

Introduction into Conscious Business Education

Our purpose is to educate the current and next generation of business leaders and entrepreneurs in Europe to conduct business consciously. *Consciously* refers to conducting business in a way that is purpose-driven, ethical, human-centered, sustainable, and inclusive, and where all Business Stakeholders (not only shareholders and managers) benefit. For the last 10-15 years, researchers are increasingly demonstrating that consciously led companies create benefits for all stakeholders while prospering financially above and beyond shareholder-driven companies in many cases. Consciously led companies break through the false choice of *either* you are financially successful, *or* you do good. Conscious businesses have shown to be financially highly successful *and* generate benefits for all stakeholders at the same time. However, the practices of conscious business – and what might be different from a traditional view of business – is not yet an explicit part of business education in Europe.

The current economic system is under rising pressure because of unsustainable exploitation of resources and increasing pollution of our planet. Climate change, resource exhaustion, societal inequalities in wealth and access to opportunities are rising. These problems are not separate crises – they can all be rooted in fundamental flaws of the current economic system. A conscious business approach implies a fundamental change towards an economy that is sustainable, circular, prosperous, and inclusive.

Many of the challenges Europe faces require businesses, or support from businesses to create innovative solutions. Businesses are the dominant drivers for innovation, jobs, and economic wealth, which in turn address real problems of real people. Conscious businesses can do this while making healthy profits and without causing ‘collateral’ damage to nature, employees, health, equality, or local communities. Currently, too many businesses are still operating in the old paradigm of material gain while depleting resources, making them (major) contributors to some of our biggest problems such as climate change, inequality, public health, and loss of biodiversity.

We believe businesses can be drivers of good, if they design, organize, and create their business consciously. Therefore, it is of paramount importance to educate current and future business leaders regarding how to manage more consciously so that potential damage is eliminated or minimized, and to increase benefits to society and the planet. We aim to address this challenge by creating and teaching an innovative business syllabus which includes Conscious Business Practices for bachelor-, master- and executive-level education. Based upon the Syllabus, Conscious Business Education trains current business teachers how to incorporate the Syllabus into their business education courses and/or programs.

Goals for the complete syllabus on Conscious Business (21 courses):

1. Describe and teach innovative methodologies to help business students become more conscious leaders.
2. Understand tools and methodologies for conscious business.
3. Apply tools and methodologies to manage businesses better.
4. Embed ethics and ethical dilemmas in every course.
5. Stimulate reflection and development of leaders to become more system-oriented, ethical, inclusive, and conscious.
6. Highlight the superiority of purpose-driven companies.



	CONSCIOUS BUSINESS CURRICULUM					
	General & Strategic Management	Marketing	Supply Chain & Manufacturing	Finance	Organization & Culture	Leadership
Bachelor	Introduction to Conscious Capitalism	Conscious Marketing and Communication		Integrated Reporting	Conscious Organizations	Conscious Leadership Principles
					Cross-cultural Management and Leadership	
Graduate	The 4 Tenets of Conscious Capitalism	Conscious Brand Leadership	Conscious Logistics and Supply Chain Management	Sustainable Finance	Conscious Organizations and Transformation	Conscious Entrepreneurship
	Performance and Progress			Financial Management	Integrative Law	Impact Entrepreneurship
	Strategic Risk and Governance; An ethical approach			Impact Investing		Conscious Leadership
	Impact Assessment through Theory of Change			Values-based Banking		
	The Empirics of Conscious Business					
Executive Education	Essence of Graduate Courses with real life examples and conscious business cases					

Overview

Course Code	TBD
Course Title	Conscious Marketing and Communication (Conscious Business Education)
Degree	Bachelor
Course Length	60 academic hours
Number of ECTS Credits	2 ECTS
Total Workload	20 hours on-site lectures (5 modules, 4 hours for each module) 20 hours of private study (reading exercises) 20 hours of assignments <u>60 hours total</u>
Prerequisites	None
Teaching and Learning Methods	<ul style="list-style-type: none"> • Course activity (e.g., word cloud, clustering, rating, voting, video) • Course discussion • Group work (e.g., reflection, opinion and decision making, presentation) • Individual work (e.g., self-reflection, poster, presentation, essay)
Assignments	Suggested weighting of assignments, to be adjusted by course instructor: <ul style="list-style-type: none"> • Individual assignment 1: Poster (incl. presentation) (20% of grade)



	<ul style="list-style-type: none"> • Individual assignment 2: Essay 1 (10% of grade) • Individual assignment 3: Essay 2 (10% of grade) • Individual assignment 4: Final exam (60% of grade)
Course Creators from Conscious Business Education	<p>Creator: Dr. Susanne Veldung, University of Wuerzburg, su-sanne.veldung@uni-wuerzburg.de</p> <p>Academic peer: Prof. Dr. Christian Schmidkonz, Munich Business School, christian.schmidkonz@munich-business-school.de</p>
Course Material Language	English

Introduction to the Course

Three players have a major responsibility to develop our economic world to a more conscious one: businesses, consumers and brands. Brands? Yes, they are the connecting point between businesses and consumers. Conscious Brands have a different approach to conduct marketing and communication. With their strong beliefs and values, Conscious Brands on the one side can guide the whole business and change the mind-set of the internal stakeholders. With their appeal and charisma, Conscious Brands on the other side can change the attitudes of different consumer groups and even nudge them to a more conscious (purchase) behaviour.

Learning Outcomes / Objectives

Learning about the main characteristics of Conscious Marketing and Communication and how to apply them.

- 1) **Knowledge:** Recall the main characteristics and concepts of Conscious Businesses, Conscious Consumers, Conscious Brands, Conscious Marketing and Conscious Communication
- 2) **Comprehension:** Understand the relevance and diversity of Conscious Businesses, Conscious Consumers, Conscious Brands, Conscious Marketing and Conscious Communication including opportunities and challenges
- 3) **Application:** Apply the main characteristics and concepts of Conscious Businesses, Conscious Consumers, Conscious Brands, Conscious Marketing and Conscious Communication on selected examples
- 4) **Analysis:** Differentiate Conscious Marketing and Communication from traditional marketing and communication
- 5) **Synthesis:** Create a poster with communication measures for a selected brand and create a persona (= fictitious representative) for a selected sustainability segment (incl. presentation)
- 6) **Evaluation:** Analyse communication measures – especially on social media – of a selected brand and write two essays enriched by specific examples

Course Content (incl. Module Description, Teaching and Learning Methods, Assignments, Required Reading, Suggested Reading)

1) Conscious Businesses (4 hours on-site lectures)

Module Description

In the first module, the focus is on the player businesses. Students get a short introduction to the Conscious Business concept with a focus on the four tenets. Especially the relevance of Stakeholder Orientation and the stakeholder group of customers is underlined. Students should reflect via different teaching and learning methods about their satisfaction and happiness as a customer on an individual basis but also within the group. Building on this, the relevance of ecological and social needs compared to personal needs is investigated.

Teaching and Learning Methods

- Video – Thomas Dyllick and Katrin Muff
- Word cloud – satisfaction and happiness of customers
- Clustering – personal, ecological and social needs
- Course discussion – relevance of ecological and social needs
- Rating – personal relevance of ecological and social needs

Suggested Reading

- Conscious Capitalism (2023): www.consciouscapitalism.org
- Dyllick/Muff (2014): Clarifying the Meaning of Sustainable Business: Introducing a Typology from Business-as-Usual to True Business Sustainability
- Gogia (2014): Conscious Consumption: A Behavioural Transformation Approach for Sustainable Development
- IBM Institute for Business Value (2022): Balancing sustainability and profitability – How businesses can protect people, planet, and the bottom line
- Impact Centre Erasmus (2023): Conscious Business: Maximize Your Impact As CEO Or Entrepreneur!
- Mackey/Sisodia (2013): Conscious Capitalism – Liberating the Heroic Spirit of Business
- Noo-urai/Jaroenwisan (2016): Sustainability Marketing: A Changing of Marketing Concept Lead to Sustainable Business
- Veldung (2018): Conscious Capitalism – Verantwortungsbewusste Unternehmens- und Markenführung. Eine konzeptionelle, praktische, theoretische und empirische Untersuchung

2) Conscious Consumers (4 hours on-site lectures)

Module Description

In the second module, the focus is on the player consumers. Students get an introduction to Conscious Consumer attitudes and behaviours with a focus on the value-action-gap, segmentation and personas. First, students get an insight on research studies and models on consumer attitudes and behaviours with a focus on the value-action-gap. In the meantime, they are reflecting on their own value-action-gap when it comes to sustainability and consciousness on an individual basis but also within the group. After understanding also the differences between consumers, they learn about consumer segmentation based on sustainability engagement and visualization via a persona. Finally, they get to know concepts to bridge the value-action-gap and reach Conscious Consumption.

Teaching and Learning Methods

- Group work – sustainability values, actions and barriers, persona for sustainability segment & green nudges
- Voting – personal sustainability values, actions and barriers
- Course discussion – reflection on sustainability values, actions and barriers
- Clustering – sustainability barriers
- Video – sustainability segments

Required Reading

- DaSilva/Dhar/Rafiq/Young (2022): Nudging Consumers Towards Sustainability
- Sheth/Sethia/Srinivas (2011): Mindful consumption: a customer-centric approach to sustainability

Suggested Reading

- Afonso/Gavilan/Garcia-Madariaga/Martins Goncalves (2018): Green Consumer Segmentation: Managerial and Environmental Implications from the Perspective of Business Strategies and Practices
- Carrington/Neville/Whitwell (2014): Lost in translation: exploring the ethical consumer intention-behavior gap
- Chauhan (2020): Value-Action Gap Towards Green Consumer Behavior: A Theoretical Review and Analysis
- Do Paço/Raposo/Filho (2009): Identifying the green consumer: A segmentation study
- EY (2021): The CEO Imperative: Make sustainability accessible to the consumer
- Kantar (2021): Sustainability Konferenz 2021
- Kantar (2021): Sustainability: The European Story
- Lee/Haley (2022): Green consumer segmentation: consumer motivations for purchasing pro-environmental products
- O'Rourke/Ringer (2015): The Impact of Sustainability Information on Consumer Decision Making
- Simon-Kucher & Partners (2021): Global Sustainability Study 2021 – Consumers are key players for a sustainable future
- Terlau/Hirsch (2015): Sustainable Consumption and the Attitude-Behaviour-Gap Phenomenon – Causes and Measurements towards a Sustainable Development
- WBCSD (2008): Sustainable consumption facts and trends from a business perspective. The business role focus area. World Business Council for Sustainable Development
- White/Hardisty/Habib (2019): The Elusive Green Consumer
- Zagar (2022): Role and Responsibility of the Consumer(s) in Sustainable Consumption
- Zhang/Dong (2020): Why Do Consumers Make Green Purchase Decisions? Insights from a Systematic Review

3) Conscious Brands (4 hours on-site lectures)

Module Description

In the third module, the focus is on the player brands. Students get an introduction to the main characteristics of a Conscious Brand with focus on the Sustainable Development Goals and Higher Brand Purpose. First, students should reflect on sustainable brands and their sustainability topics or issues they are dealing with. The Sustainable Development Goals are presented as a basis for a Higher Brand Purpose before the students get to know the four categories of Higher Purpose. Afterwards, the relevance and impact of purpose on business and brand performance is investigated. However, next to purpose also the other three tenets of the Conscious Business concept can influence the interaction with the consumer.

Teaching and Learning Methods

- Word cloud – sustainable brands and their sustainability issues/topics
- Clustering – sustainability issues/topics to Sustainable Development Goals and brands to four categories of Higher Purpose
- Video – Simon Sinek

Required Reading

- Grewal/Roggeveen/Sisodia/Nordfält (2017): Enhancing Customer Engagement Through Consciousness

Suggested Reading

- Deloitte (2014): Culture of purpose: A business imperative
- EY (2015): The Business Case for Purpose
- EY (2021): The CEO Imperative: Make sustainability accessible to the consumer
- Kantar (2021): Sustainability Konferenz 2021
- Kramer (2017): Brand purpose: The navigational code for growth
- Mackey/Sisodia (2013): Conscious Capitalism – Liberating the Heroic Spirit of Business
- Mainwaring (2016): How The Sustainable Development Goals Accelerate Your Brand Relevance, Growth And Impact
- Stengel (2011): Grow – How Ideals Power Growth and Profit at the World's Greatest Companies
- United Nations (2023): <https://sdgs.un.org/goals>

4) Conscious Marketing (4 hours on-site lectures)

Module Description

In the fourth module, the focus is on the marketing of Conscious Brands. Students get an introduction to Conscious Marketing while comparing it to traditional marketing and reinventing the 4 P's. First, students get to know the Higher Purpose of Marketing to build long-term connections with customers. Afterwards, they reflect on brands they identify with and are loyal to. Based on that, the students reflect and learn about the differences between traditional and Conscious Marketing. In addition, the students experience the requirements to conduct Conscious Marketing and the implications for brands. Rethinking marketing – especially the 4 P's – and learning about new approaches like the SAVE model is in the centre.

Teaching and Learning Methods

- Word cloud – brands for identification and loyalty & traditional marketing & Conscious Marketing
- Course discussion – reflection on brands for identification and loyalty

Required Reading

- Ettenson/Conrado/Knowles (2013): Rethinking the 4 P's
- Kotler (2011): Reinventing Marketing to Manage the Environmental Imperative
- Mackey/Sisodia (2013): Conscious Capitalism – Liberating the Heroic Spirit of Business, Chapter 5
- Peattie/Belz (2010): Sustainability marketing – An innovative conception of marketing
- WFA/Kantar (2023): Sustainable Marketing 2030

Suggested Reading

- Kumar/Rahman/Kazmi (2013): Sustainability Marketing Strategy: An Analysis of Recent Literature
- Kumar/Rahmanb/Kazmic/Goyald (2012): Evolution of sustainability as marketing strategy: Beginning of new era
- Noo-urai/Jaroenwisan (2016): Sustainability Marketing: A Changing of Marketing Concept Lead to Sustainable Business
- Sheth/Parvatiyar (2021): Sustainable Marketing: Market-Driving, Not Market-Driven
- Sheth/Sethia/Srinivas (2011): Mindful consumption: a customer-centric approach to sustainability
- Sisodia/Sheth/Wolfe (2014): Firms of Endearment – How World-Class Companies Profit from Passion and Purpose

5) Conscious Communication (4 hours on-site lectures)

Module Description

In the fifth module, the focus is on the communication of Conscious Brands. Students get an introduction to Conscious Communication with a focus on main characteristics as well as the relevance of storytelling and social media. Focusing on the education aspect of the SAVE model, students reflect on beneficial communica-

tion measures, instruments and channels. Afterwards they are going back to the brand they identify with and are loyal to and create a poster of its communication measures. To analyse one of the collected communication measures, students get to know four criteria of Conscious Communication and write a short essay on their findings. They also learn about the definition and relevance of storytelling as well as how it can help to deliver the education aspect from the SAVE model. Based on that, they reflect on the role of social media for education through storytelling. Afterwards, they analyse the social media communication of the brand they identify with and are loyal to and write a short essay on their findings.

Teaching and Learning Methods

- Video – Thomas Kolster
- Course discussion – education from SAVE model & storytelling for education & social media for education through storytelling

Assignments

- Individual assignment 1: Poster (incl. presentation) – communication measures of brands for identification and loyalty
- Individual assignment 2: Essay 1 – analysis of communication measures of brands for identification and loyalty regarding criteria of Conscious Communication
- Individual assignment 3: Essay 2 – analysis of social media communication measures of brands for identification and loyalty regarding

Required Reading

- Fischer/Selm/Sundermann/Storksdiack (2020): Storytelling for Sustainability: A Definition and Its Implications for Education and Communication
- The Sustainable Agency (2023): <https://thesustainableagency.com/blog/sustainability-marketing-campaigns-examples/>

Suggested Reading

- Bernier (2019): Sustainability Storytelling is Not Just Telling Stories About Sustainability
- Dessart/Standaert (2023): Strategic storytelling in the age of sustainability
- Esch/Veldung (2021): Webinar – Wie wird Nachhaltigkeit zum Wettbewerbsvorteil für Marken?
- Lundqvist/Liljander/Gummerus/van Riel (2013): The impact of storytelling on the consumer brand experience: The case of a firm-originated story
- Mackey/Sisodia (2013): Conscious Capitalism – Liberating the Heroic Spirit of Business
- Saeed/Farooq/Kersten/Abdelaziz (2019): Sustainable product purchase: does information about product sustainability on social media affect purchase behavior?
- Urlaub (2016a): How Social Media Is Revolutionizing Communication For Positive Change
- Urlaub (2016b): How To Build Trust Among Younger Generations Through Social Media
- Urlaub (2016c): Success Strategies: Social Media For Conscious Brands

Expectation toward the students

- Attending classes (online or on site)
- Having a sense for the relevance of consciousness and sustainability
- Being curious about the topic
- Being open to experimental activities
- Having the capability to reflect
- Sharing personal experiences
- Showing the willingness to cooperate
- Participating actively in discussions

- Completing assignments

Teaching and Learning Methods used

- Course activity (e.g., word cloud, clustering, rating, voting, video)
- Course discussion
- Group work (e.g., reflection, opinion and decision making, presentation)
- Individual work (e.g., self-reflection, poster, presentation, essay)
- Reading exercise

Prerequisites

None

Special Features of this Course

- Self-reflection
- Group-focused design
- Digital and analogue interaction
- Interesting examples
- Latest data
- Engaging videos

Course Length

60 academic hours

Number of ECTS Credits

2 ECTS

Total Workload

This is a 2 ECTS course. This means a $2 * 30 = 60$ hours. workload for students.

On-site lectures	5 modules (4 hours. for each module)	20 hours
Private study	Reading exercises	20 hours
Assignments	4 assignments	20 hours
TOTAL		60 hours

Assignments

Suggested weighting of assignments, to be adjusted by course instructor:

- Individual assignment 1: Poster (incl. presentation) (20% of grade)
- Individual assignment 2: Essay 1 (10% of grade)
- Individual assignment 3: Essay 2 (10% of grade)
- Individual assignment 4: Final exam (60% of grade)

Required Literature

- DaSilva/Dhar/Rafiq/Young (2022): Nudging Consumers Towards Sustainability
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- Sheth/Sethia/Srinivas (2011): Mindful consumption: a customer-centric approach to sustainability
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- Mainwaring (2016): How The Sustainable Development Goals Accelerate Your Brand Relevance, Growth And Impact
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- Zhang/Dong (2020): Why Do Consumers Make Green Purchase Decisions? Insights from a Systematic Review

Communication

The lecturer of the course should fill in her/his individual, preferred way of communication.

Classroom Rules

The lecturer of the course should fill in her/his individual, preferred set of classroom rules.

Course Creators from *Conscious Business Education*

Creator: Dr. Susanne Veldung, University of Wuerzburg, susanne.veldung@uni-wuerzburg.de

Academic peer: Prof. Dr. Christian Schmidkonz, Munich Business School, christian.schmidkonz@munich-business-school.de