

Marketing for a Better World – Sustainability Issues In Marketing

Prof. Dr. Manfred Krafft

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“Marketing has the power to improve lives, sustain livelihoods, strengthen societies, and benefit the world at large. At the same time, marketing can have a dark side—it has the power to hurt consumers, employees, communities, markets, institutions, and the environment that surrounds us” (Moormann 2018).

Inspired by this quote, we would like to tackle the challenges of nowadays marketing, and the rising discussion in the academic world of what comes beyond the financial performance of firms. The key question we raise during the seminar is in what terms marketing can contribute to a better, more sustainable world. We aim to shed light on various and diverse research areas which will be structured by stakeholders and institutions that actively impact or are touched by sustainable decisions in marketing, such as

1. Understanding the “green” **consumer** (e.g. characteristics, values, behavior)
2. Discussing **companies’** manifold approaches to implement and communicate sustainability (e.g. innovations, marketing mix, metrics, organizational structures)
3. Debating the overall role a **society** and its government plays to build an infrastructure that allows developing a sustainable context (e.g. legal framework, crisis management)

Your task is to write a systematic literature review on a pre-defined topic out of the above-mentioned areas covering diverse industries and to derive insights for managerial practice as well as to develop future research directions.

Learning Objectives

The main objective of this seminar is to improve your academic writing skills. After participating in this seminar, you are able to effectively summarize and categorize literature related to a specific marketing topic, to translate academic findings into managerial implications, and to derive future research opportunities. Moreover, you train your communication and presentation skills.

Seminar Requirements

The seminar consists of two **mandatory** parts.

1. Writing a seminar paper of 15 pages (75% of the final grade)
2. Presentation and discussion of the seminar paper (25% of the final grade)

Both parts have to be passed separately to get the final grade. Students who pass this seminar will receive **12 credit points** (equivalent to ~ 300 working hours of total workload) in the Marketing Major.

Organizational Issues

- How to apply? Please follow the MCM application process for seminars via the homepage.
- Please note that submissions of papers and presentations after the submission deadline will not be accepted.
- The number of students for this seminar is restricted to max. 20 students.
- For specific questions, please contact Janina Wiebringhaus (j.wiebringhaus@uni-muenster.de).

Preliminary timetable

What?	When?	Where?
Kick-off meeting (incl. presentation of topics)	December 7 th , 2020 (3pm – 4 pm)	Zoom
Selection of preferred topics	Until December 10 th (midnight)	j.wiebringhaus@uni-muenster.de
Assignment of topics	December 11 th	
Workshop – “How to write a literature review?”	January 7 th , 2021 (10am – noon)	Zoom
Hand-in paper deadline (electronically and – if allowed- hardcopy)	March 15 th , 2021 (noon)	j.wiebringhaus@uni-muenster.de / MCM 103
Hand-in presentation deadline (electronically)	March 22 nd , 2021 (noon)	j.wiebringhaus@uni-muenster.de
Presentations (10 minutes + discussion)	March 26 th , 2021 (10am – 6pm)	Presence or – if not possible – Zoom

During the course of the seminar, you can schedule individual meetings with your supervisor if you have any questions. Please contact your supervisor to arrange an appointment.

Source: Moormann, Christine (2018): *“Call for Papers | Journal of Marketing Special Issue: Better Marketing for a Better World,”* (accessed August 6, 2020), [available at <https://www.ama.org/2018/11/20/call-for-papers-journal-of-marketing-special-issue-better-marketing-for-a-better-world/>].