



Marketing Seminar DoIT!

Relevance of ESG-conform behavior for Firm Success

Summer 2022

Prof. Dr. Sonja Gensler | joint seminar with



“92% of S&P 500 companies published sustainability reports in 2020.”¹

“83% of consumers think companies should be actively shaping ESG best practices.

86% of employees prefer to work for companies that care about the same issues they do.”²

For companies, acting responsibly and complying with environmental, social and governance (ESG) criteria has never been more important to meet the expectations of different stakeholders.

In this seminar, we will examine the relevance of ESG-conform firm behavior for consumers and employees with a focus on the company flaschenpost. We will address questions like:³

- How can we measure ESG-conform behavior of a firm?
- What is the impact of ESG-conform behavior on flaschenpost’s perceived value, customer-based brand equity, and customer relationship quality?
- How can flaschenpost support their customers to act sustainable?
- How relevant is ESG-conform firm behavior for employer branding?
- How can we align ESG-related activities with marketing strategy?

You and your team (3-4 students) will conduct a study to address one specific research question.

¹ <https://finance.yahoo.com/news/92-p-500-companies-70-140530175.html>

² <https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/consumer-and-employee-esg-expectations.html>

³ The topics might be subject to change, and the number of projects will match the number of students participating in the course.



Learning objectives

After participating in this seminar, you are able to elaborate on current challenges for firms in times of increasing relevance of truly responsible behavior.

One objective of this seminar is also to train your *analytical skills*. Additionally, the seminar intends to develop your academic writing and argumentation skills. Furthermore, you can train your presentation and communication skills.

Seminar Requirements

The seminar consists of three mandatory group assignments:

- (1) Interim presentation | 10 minutes | not graded
- (2) Report outlining your analyses and results | max. 20 pages | 50% of final grade
- (3) Presentation of key learnings | 15 minutes | 50% of final grade

All graded assignments have to be passed to get 12 ECTS for the seminar.

Timetable

What?	When?
Kick-off meeting	April 08, 2022 16:00 to 17:00 hrs
Interim Presentation	May 06, 2022 16.00 hrs to 18.00 hrs
Presentations	June 23, 2022 16.00 hrs to 18.00 hrs
Submission of report	July 08, 2022 18.00 hrs (Learnweb)

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

For specific questions, please contact Prof. Dr. Sonja Gensler (s.gensler@uni-muenster.de).