

SYLLABUS DE COURS / ACADEMIC SYLLABUS

The Principles of Sustainable Marketing

Intitulé du cours / Course title

Discipline Academic field	Sustainability / Business / Marketing
Enseignant Teacher	Christel Capéran
Contact E-mail address	christelcaperan@gmail.com
Niveau de formation Academic level	
Volume horaire Hours	20h
Langue Language	English

Description du cours / Course outline

This course introduces the principles and practices of sustainable marketing. It explores how organizations can create, communicate, and deliver value to customers in ways that promote environmental stewardship, social equity, and long-term economic viability. Students will examine the evolution of marketing in response to sustainability challenges, analyze the societal and environmental impacts of marketing decisions, and develop actionable strategies for integrating sustainability into marketing.

Objectifs pédagogiques du cours / Course objectives

- Understand key sustainability trends and their impact on marketing.
- Analyze the role of marketing in promoting sustainable development and responsible consumption.
- Assess the effectiveness of sustainability communication and reporting.
- Develop and communicate sustainable marketing strategies.

Upon successful completion, students will be able to:

- Explain fundamental sustainable marketing concepts and their importance for organizations and society.
- Evaluate the impact of marketing decisions on environmental, social, and economic outcomes.
- Critically assess the effectiveness of sustainability communication, reporting standards, and impact measurement tools.
- Collaborate effectively in teams to analyze a case and present actionable recommendations.

Plan de cours par séance / Course content for each session

- Introduction: History & Basics of Sustainable Marketing
- Ethical Communication & Intersectionality (multidimensional discrimination)
- Challenges: Greenwashing, Purpose Washing, and Transparency
- Building a Sustainable Brand
 - Strategic Sustainable Marketing
 - Sustainable Marketing Mix
 - Operational Sustainable Marketing
- Measuring Sustainability: Standards, Labels, and Impact Marketing
- Digital & AI in Sustainable Marketing: Opportunities and Risks
- Sustainable Marketing Case Studies
- Assessment: Group Workshop Presentation

Références bibliographiques / Bibliography

- BERNERS-LEE Mike, LAITNER John A. "Skip", #SMARTer2030 - ICT Solutions for 21st Century Challenges, Global e-Sustainability Initiative (GeSI) Editions, 2015
- BERNERS-LEE Mike, *The Carbon Footprint of Everything*, Greystone Books, 2022
- BUTLER Gemma, CARVILL Michelle, *Can Marketing Save the World?*, Bloomsbury Publishing PLC, 2024
- BUTLER Gemma, CARVILL Michelle, EVANS Geraint, *Sustainable Marketing: How to Drive Profits with Purpose*, Bloomsbury Publishing PLC, 2021
- CHOUINARD Yvon, STANLEY Vincent. *The Responsible Company: What We've Learned From Patagonia's First 40 Years*, Patagonia Books, 2012
- CHOUINARD Yvon, KLEIN Naomi, *Let My People Go Surfing*, Penguin Books, 2016
- DUPONT Keyne, POIRIER Delphine, VINCENT Heidi, *Le Slow en Entreprise ! Les clés du design et du marketing pour un modèle durable*, DUNOD, 2021

-
- FANGEAT Erwann (ADEME) et HAÏDAR Adrien (Arcep), *Transition(s) 2050, Numérique : quels impacts environnementaux dans une France neutre en impact carbone en 2050*, ADEME Éditions, 2024
 - GUILLOT Margerie, LEMAIRE Raphaël, REVEREAULT Sylvain, *Green IT*, 2022, Édition ENI, 2022
 - LEFEVRE Denis, professional thesis, *IA Marketing Durable*, Institut Leonard de Vinci, 2021
 - OTTMAN Jacquelyn A., *The New Rules of Green Marketing, Strategies, Tools and Inspiration for Sustainable Branding*, 2011, Greenleaf Publishing Ltd. 2011

Mini CV de l'enseignant / Mini CV of the teacher

Starting her career as a marketing and PR expert in international leading corporations, Christel Capéran is today a consultant and trainer in digital and sustainable marketing and communication.

Lecturer in sustainable and digital marketing

- 2024-2025: ISEFAC, Aix-en-Provence
- 2018-2024: IMT-BS - Institut Mines Télécom Business School, Évry-Courcouronnes
- 2016-2017 – Master at the Centrale Supélec Engineering School, Gif-sur-Yvette

Education

- 2025 - Green Marketing Academy Certificate - online
 - 2012 - MBA MCI (Online Marketing and Sales), ILV, Paris la Défense, France
 - Professional thesis: *Internationalization Via Internet*, 2012
 - 1994 - MBA in International Business, Baruch College, CUNY, New York, NY, USA
 - 1993 - Bachelor's in Finance & Marketing, University of Paris IX-Dauphine, France
-