

## SUSTAINABLE & INCLUSIVE MARKETING STRATEGIES

**30.JAN-23.FEB.2023**

**+INFO:** [www.run-eu.eu](http://www.run-eu.eu)

Organised by: TUS, NHL Stenden

### SAP OVERVIEW

The objective of this SAP is to provide interdisciplinary students from across the RUN EU network (future graduate global citizens) with an awareness of an ethical and sustainable approach to designing and implementing marketing strategies within the organisations they will work with and for that contributes to the triple bottom line of planet, people and profits. In the future it is hoped that all organisations will adapt socially responsible marketing practices and our students will be leaders in this area. This SAP will not only identify current tools and models of marketing strategy but it will also apply these to a real-life non-profit organisation or Public Sector Institution. This SAP is a collaboration between TUS Athlone and NHL Stenden and also includes Ethics in a Digital Age and Impactful Content Creation. This SAP can be taken as a standalone 5 credit module or as part of the Sustainable Digital Marketing stackable 15 credits.

### LEARNING OUTCOMES

At the end of this RUN-EU SAP students will be able to:

- Explain the fundamentals of marketing and digital marketing strategy theory.
- Explore traditional and digital tools that aid businesses locally and globally.
- Demonstrate an awareness of the impact on society of marketing and digital marketing strategies.
- Develop a sustainable digital marketing strategy for a live organisation that is inclusive of all.

**DATE** From **30 January to 23 February 2023**

Face-to-Face Week: TUS, Athlone Campus, Ireland  
13-17 February

**MODE OF DELIVERY** Blended

**LANGUAGE OF INSTRUCTION** English

**ECTS CREDITS** 5

### ACADEMIC RECOGNITION

The SAP is either part of an optional module or an add-on, which will be added to the diploma/degree supplement.

### ELIGIBLE PARTICIPANTS

RUN-EU students from all cycles of studies, with particular emphasis on students from Digital Marketing, Business, Design and Communications.

### HOW TO APPLY

Fill in the application form (**QR or website**)



### DEADLINE FOR APPLICATIONS

**9 January 2023**

### CONTACT DETAILS

[sap.marketingstrategies@tus.ie](mailto:sap.marketingstrategies@tus.ie)

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30.JAN-23.FEB.2023

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## SELECTION CRITERIA

Maximum number of participants: 35  
Diversity and a wide representation of students from different RUN-EU partners and (study) backgrounds will be ensured.

## LEARNING AND TEACHING STRATEGY

Students will take part in on-location interactive presentations, workshops, and multidisciplinary team assignments and cooperation. On-location activities assume short-term international mobility.

## PREREQUISITES

No basic knowledge needed. However, all prescribed case studies must be read in advance.

## COURSES LEADERS | LECTURERS

### Courses leaders

Louise Murray (TUS)  
Sinéad O'Connell (TUS)

### Lecturers

Louise Murray (TUS)  
Sinéad O'Connell (TUS)  
Daniel Outhuijse (NHL Stenden)  
Konstantin Brehm (NHL Stenden)  
Mart Faijdherbe (NHL Stenden)

## PHYSICAL MOBILITY | SCHOLARSHIPS AVAILABLE

One week

For students  
Travel: 350€/person | Subsistence: 400€/Week.

## MEANS AND CRITERIA FOR ASSESSMENT

Sustainable strategy group project: 40%  
Sustainable strategy group presentation: 40%  
Individual reflective diary video blog: 20%

Active participation from all students in team activities is mandatory. Fail or pass assessment.

## CERTIFICATION

The participants who successfully complete this SAP will receive a Certificate of Participation and a Transcript of Records jointly issued by the organising institutions.

## REFERENCE READING

Principles of Marketing – Open Textbook (umn.edu)

eMarketing: The Essential Guide to Marketing in a Digital World – 6th Edition – Open Textbook Library (umn.edu)

Good Corporation, Bad Corporation: Corporate Social Responsibility in the Global Economy – Open Textbook (geneseo.edu).

# SHORT ADVANCED PROGRAMME



## SUSTAINABLE & INCLUSIVE MARKETING STRATEGIES

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### PROGRAMME AT A GLANCE

WEEK 1 ▪ 30.JANUARY-3.FEBRUARY.2023 ▪ ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MON & TUES 30-31/1		PREPARATION & PRE-READING									
WEDNESDAY 1/2			INTRO	INTRODUCTION TO MARKETING & DIGITAL MARKETING STRATEGY	LUNCH BREAK	REFLECTIVE TECHNIQUES	VIDEO BLOG DEMO				
THURS & FRI 2-3/2		PREPARATION & PRE-READING									

SHORT  
ADVANCED  
PROGRAMME

**RUN**  
REGIONAL  
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NETWORK  
EUROPEAN UNIVERSITY

# SUSTAINABLE & INCLUSIVE MARKETING STRATEGIES

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## PROGRAMME AT A GLANCE

WEEK 2 ▪ 6-10.FEBRUARY.2023 ▪ ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MON & TUES 6-7/2		PREPARATION & PRE-READING									
WEDNESDAY 8/2			CASE STUDY DISCUSSION	LECTURE & CASE STUDY INTRO	LUNCH BREAK	GROUP SET-UP & PRESENTATION TOOLS					
THURS & FRI 9-10/2		PREPARATION & PRE-READING									

# SHORT ADVANCED PROGRAMME



## SUSTAINABLE & INCLUSIVE MARKETING STRATEGIES

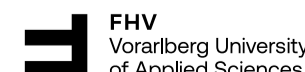
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## PROGRAMME AT A GLANCE

WEEK 3 ▪ 13-17.FEBRUARY.2023 ▪ FACE-TO-FACE WEEK ▪ ATHLONE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 13/2		WELCOME & OPENING SESSION		TEAM BUILDING ACTIVITIES		LUNCH BREAK	LECTURE	LAB WORK			
TUESDAY 14/2		MEET THE COMPANY		LECTURE		LUNCH BREAK	LECTURE		LAB WORK		
WEDNESDAY 15/2		LECTURE		LECTURE		LUNCH BREAK	LAB WORK				
THURSDAY 16/2		LECTURE		FEEDBACK WORKSHOP PRESENTATIONS		LUNCH BREAK	FEEDBACK WORKSHOP PROJECTS				
FRIDAY 17/2		FEEDBACK WORKSHOP PRESENTATIONS & PROJECT				LUNCH BREAK	GROUP PRESENTATIONS REFLECTION				

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SHORT  
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## PROGRAMME AT A GLANCE

WEEK 4 ▪ 20-23.FEBRUARY.2023 ▪ ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MON & TUES & WED 20-22/12		REFLECTION									
THURSDAY 23/2		OVERALL QUALITY ASSESSMENT	PRESENTATION OF RESULTS	LUNCH BREAK	CLOSING						

# SUSTAINABLE & INCLUSIVE MARKETING STRATEGIES

## WEEK 1

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30-31 JANUARY

MON&TUES 09h00-16h30 GMT

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

MON & TUES  
30-31/1

PREPARATION & PRE-READING

## Preparation and Pre-reading

🕒 09h00-16h30

👤 Individual Work

📄 Students are expected to read pre-assigned chapters from the open resource materials. Lecturers will inform all successful applicants of the chapters to be read in advance of the first online week.

## SUSTAINABLE & INCLUSIVE MARKETING STRATEGIES

### WEEK 1

+INFO: [www.run-eu.eu](http://www.run-eu.eu)

## 1 FEBRUARY

## WEDNESDAY 10h00-16h00 GMT - ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
<b>WEDNESDAY 1/2</b>			<b>INTRO</b>	<b>INTRODUCTION TO MARKETING &amp; DIGITAL MARKETING STRATEGY</b>	<b>LUNCH BREAK</b>	<b>REFLECTIVE TECHNIQUES</b>	<b>VIDEO BLOG DEMO</b>				

### Welcome & Opening Session

- 🕒 10h00-11h00
- 👥 Group Work
- 👤 All lecturers
- 📄 Introduction to institution and lecturing team, context of SAP, learning outcomes.

### Introduction to Marketing & Digital Marketing Strategy

- 🕒 11h00-13h00
- 👥 Group Work
- 👤 All lecturers
- 📄 Students will be introduced to what marketing is, the scope, the applications and benefits. In recent years digital marketing has transformed the marketing function and we will look at this evolution. We will look at the impact of all of this change on marketing strategy and how it impacts on the triple bottom line of planet, people and profits.

### Reflective Techniques

- 🕒 14h00-15h00
- 👥 Group Work
- 👤 All lecturers
- 📄 Tutorial on reflective techniques.

### Video Blog Demo

- 🕒 15h00-16h00
- 👥 Group Work
- 👤 All lecturers
- 📄 Video blog tools, demonstration, set-up.

## SUSTAINABLE & INCLUSIVE MARKETING STRATEGIES

### WEEK 1

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**2-3 FEBRUARY**

**THURS&FRI 09h00-16h30 GMT**

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
<b>THURS &amp; FRI 2-3/2</b>		<b>PREPARATION &amp; PRE-READING</b>									

### Preparation and Pre-reading

🕒 09h00-16h30

👤 Individual Work

📄 Students are expected to read pre-assigned chapters from the open resource materials. Lecturers will inform all successful applicants of the chapters to be read in advance of the first online week.

## SUSTAINABLE & INCLUSIVE MARKETING STRATEGIES

### WEEK 2

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**6-7 FEBRUARY**

**MON&TUES 09h00-16h30 GMT**

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

**MON & TUES  
6-7/2**

**PREPARATION & PRE-READING**

### Preparation and Pre-reading



09h00-16h30



Individual Work



Students are expected to read pre-assigned chapters from the open resource materials. Lecturers will inform all successful applicants of the chapters to be read in advance of the first online week.

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WEEK 2

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8 FEBRUARY WEDNESDAY 10h00-16h00 GMT - ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
WEDNESDAY 8/2			CASE STUDY DISCUSSION	LECTURE & CASE STUDY INTRO	LUNCH BREAK	GROUP SET-UP & PRESENTATION TOOLS					

Case Study Discussion

- 🕒 10h00-11h00
- 👥 Group Work
- 👤 All lecturers
- 📄 Discussion on case study learning.

Lecture & Case Study Introduction

- 🕒 11h00-13h00
- 👥 Group Work
- 👤 All lecturers
- 📄 Lecture & case study introduction, overview and assignment requirements.

Group Set-up & Presentation Tools

- 🕒 14h00-16h00
- 👥 Individual & Group Work
- 👤 Louise Murray  
Sinéad O'Connell
- 📄 Group presentations – assignment of groups, introductions, brainstorming, task assignments. Instruction on using Canva/Presentation tools.

# SUSTAINABLE & INCLUSIVE MARKETING STRATEGIES

## WEEK 2

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9-10 FEBRUARY

THURS&FRI 09h00-16h30 GMT

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

THURS & FRI  
9-10/2

PREPARATION & PRE-READING

## Preparation and Pre-reading

🕒 09h00-16h30

👤 Individual Work

📄 Students are expected to read pre-assigned chapters from the open resource materials. Lecturers will inform all successful applicants of the chapters to be read in advance of the first online week.

## SUSTAINABLE & INCLUSIVE MARKETING STRATEGIES

### WEEK 3

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**13 FEBRUARY**

**MONDAY 9h00-14h00 GMT - ATHLONE**

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

**MONDAY  
13/2**

**WELCOME  
& OPENING SESSION**

**TEAM BUILDING  
ACTIVITIES**

**LUNCH  
BREAK**

### Welcome & Opening Session

- 🕒 9h00-11h00
- 👥 Individual & Group Work
- 👤 All lecturers
- 📄 Introduction, project outline, learning objectives & group work.

Introduction to reflective practice  
using video blogs

### Team Building Activities

- 🕒 11h00-13h00
- 👥 Group Work
- 👤 All lecturers
- 📄 Students will spend time working through a number of team building activities.

## SUSTAINABLE & INCLUSIVE MARKETING STRATEGIES

### WEEK 3

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**13 FEBRUARY**

**MONDAY 14h00-17h00 GMT - ATHLONE**

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

**MONDAY  
13/02**

**LECTURE**

**LAB WORK**

### Contemporary Issues

🕒 14h00-15h00

👤 Individual & Group Work

👤 Louise Murray  
Sinéad O'Connell

📄 We will investigate contemporary issues including sustainability, inclusivity and the societal impact of marketing. As we recognise that marketing is responsible for the production and supply of goods and services, it is in the unique position to shape consumption in society. Therefore, marketing can play the role of creator and facilitator of social agents of change in the areas of sustainability and inclusivity. We will introduce the student to the sustainability situation analysis as the starting point of every ethical organisations' strategy development.

Case Studies  
Grupa Familia

### Introduction to SOSTAC & Sustainability Situation Analysis

🕒 15h00-17h00

👤 Group Work & Lab Work

👤 Louise Murray  
Sinéad O'Connell

📄 Students will be introduced to the digital marketing strategy framework by PR Smith, known as SOSTAC. It stands for situation analysis, objectives, strategy, actions and controls. It is a model that allows businesses to analyse their current situations, set goals and put together a strategy to meet them before implementing that strategy and measuring its performance.

Case Studies  
Depop: Sustainable Fashion in Challenging Times

A situation analysis helps develop a basis of understanding of the environment in which a plan is to be delivered. The foundations of a situation analysis include an analysis of the micro and macro environment. In addition, a sustainability situation analysis looks at its 4 pillars: energy, efficiency, environment and society.

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## WEEK 3

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14 FEBRUARY

TUESDAY 9h00-14h00 GMT · ATHLONE

	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
TUESDAY 14/02			MEET THE COMPANY	LECTURE	LUNCH BREAK						

### Meet the Company

🕒 9h00-11h00

👥 Group Work

👤 All lecturers & live company

📄 In this session the students will be introduced to the real-life non-profit organisation/Public Sector Institution, which will then become the company they will work on for their group project.

### The Modern Marketing Mix and its Application

🕒 11h00-13h00

👥 Individual & Group Work

👤 Louise Murray  
Sinéad O'Connell

📄 We begin with McCarthy's 4 Ps and we show how as economies grow, there is a requirement to extend the original mix to the integrated services marketing 7 Ps to acknowledge the unique characteristics of services. In addition, with the evolution of digital marketing there are further considerations for each of the 7 Ps.

Students will apply the modern marketing mix to the assigned real-life company.

Case Studies

Swoon: Mixing up the perfect marketing cocktail.

GiveIndia: On the net for a cause.

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### WEEK 3

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**14 FEBRUARY**

**TUESDAY 14h00-17 h00 GMT - ATHLONE**

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
<b>TUESDAY 14/02</b>							<b>LECTURE</b>	<b>LAB WORK</b>			

### Marketing and Digital Marketing Strategies

🕒 14h00-16h00

👤 Individual & Group Work

👤 Louise Murray  
Sinéad O'Connell

📄 We will provide an overview of digital marketing strategy development to include the internal and external influences that provide direction to the strategy. Internal influences include top level business objectives. Key external influences include the market, the competitors, the opportunities and threats as well as the new digital technologies and marketing tactics. We will apply the SOSTAC framework to the live company. SOSTAC includes situation analysis to include PESTEL and SWOT, objectives, strategy, tactics, actions and controls.

### Application of Theory

🕒 16h00-17h00

👤 Group Work & Lab Work

👤 Louise Murray  
Sinéad O'Connell

📄 Case Studies  
Sephora commits to inclusivity.  
The Pug Predicament: Ethical decision making in an online marketplace.

## SUSTAINABLE & INCLUSIVE MARKETING STRATEGIES

### WEEK 3

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**15 FEBRUARY**

**WEDNESDAY 9h00-17h00 GMT · ATHLONE**

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
<b>WEDNESDAY 15/02</b>			<b>LECTURE</b>	<b>LECTURE</b>		<b>LUNCH BREAK</b>		<b>LAB WORK</b>			

### Contemporary Consumer and the Consumer Journey

🕒 9h00-11h00

👤 Individual & Group Work

👤 Louise Murray  
Sinéad O'Connell

📄 This session will discuss the evolution of the digital consumer. We will investigate the consumer decision making process and the influences on consumer behaviour to include the personal and social influences. McKinsey's consumer decision journey model will be applied.

Case Studies

Connecting the world through fitness: the passionate Peleton tribe.

### Branding

🕒 11h00-13h00

👤 Individual & Group Work

👤 Louise Murray  
Sinéad O'Connell

📄 We look at the challenges of building authentic brands in a digital age. In addition we must look in more detail at the benefits of including in our brand values the triple bottom line of people, planet and profits.

Case Studies

UEFA brand identity refresh.

Tech with a side of pizza:

how Dominos rose to the top.

### Traditional and Digital Marketing Tools

🕒 14h00-17h00

👤 Group Work & Lab Work

👤 Louise Murray  
Sinéad O'Connell

📄 Introduction to the most popular social media platforms in Europe. How social media platforms are used for business. Content creation strategy. Introduce the social media strategy framework. Organisations should identify their overall focus or strategy based on awareness, consideration, conversion and evangelism.

Case Studies

La Protectora: engaging in social media for a social cause.

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16 FEBRUARY		THURSDAY 9h00-17h00 GMT · ATHLONE									
GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
THURSDAY 16/02		LECTURE	FEEDBACK WORKSHOP PRESENTATIONS	LUNCH BREAK	FEEDBACK WORKSHOP PROJECTS						

Emerging Technologies and  
Ethical Implications

- 🕒 9h00-11h00
- 👥 Individual & Group Work
- 👤 Louise Murray  
Sinéad O’Connell

📄 We will examine the ethical implications of a number of contemporary challenges as a result of the use of current and emerging technologies.

Case Studies  
Corporate greenwashing: are environmental claims just empty promises.

Live Sustainable Strategy  
Presentations Workshop

- 🕒 11h00-13h00
- 👥 Group Work
- 👤 All lecturers

📄 The teams work on their group presentation and receive feedback from the lecturing team.

Live Sustainable Strategy  
Project Workshop

- 🕒 14h00-17h00
- 👥 Group Work
- 👤 All lecturers

📄 The teams work on their presentation.

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WEEK 3

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17 FEBRUARY			FRIDAY 9h00-17h00 GMT · ATHLONE								
GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
FRIDAY 17/02		FEEDBACK WORKSHOP PRESENTATIONS & PROJECT				LUNCH BREAK	GROUP PRESENTATIONS		REFLECTION		

Live Sustainable Strategy  
Presentations & Project  
Workshop

- 🕒 9h00-13h00
- 👥 Group Work
- 👤 All lecturers
- 📄 The teams work on their project document and group presentation and receive feedback from the lecturing team.

Group Presentations

- 🕒 14h00-16h00
- 👥 Group Work
- 👤 All lecturers and live company
- 📄 The groups present their final inclusive marketing strategies to the live company and receive feedback.

Learning Reflection  
Session

- 🕒 16h00-17h00
- 👥 Individual Work
- 👤 Louise Murray  
Sinéad O'Connell
- 📄 The teams work on their group presentation and receive feedback from the lecturing team.

# SUSTAINABLE & INCLUSIVE MARKETING STRATEGIES

## WEEK 4

+INFO: [www.run-eu.eu](http://www.run-eu.eu)

20-22 FEBRUARY

MON-WED 9h00-15h40 GMT

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MON & TUES & WED 20-22/12			REFLECTION								

## Reflection

🕒 9h00-15h40

👤 Individual Work

📄 Students are expected to spend this time reflecting on their learning and creating their reflective video blog.

## SUSTAINABLE & INCLUSIVE MARKETING STRATEGIES

### WEEK 4

+INFO: [www.run-eu.eu](http://www.run-eu.eu)

**23 FEBRUARY**

**THURSDAY 9h00-15h00 GMT - ONLINE**

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

**THURSDAY  
23/2**

**OVERALL QUALITY  
ASSESSMENT**

**PRESENTATION  
OF RESULTS**

**LUNCH  
BREAK**

**CLOSING**

### Overall Quality Assessment

- 🕒 9h00-11h00
- 📄 Group Learning Reflection (all)
- Individual Learning Reflection Report
- + Mobility Assessment (students)
- SAP Self-reflection Report (SAP coordinators)
- LearnWell

### Presentation of Results

- 🕒 11h00-13h00
- 📄 Group Work
- 👤 All lecturers
- 📄 Presentation of results to all groups.

### Closing

- 🕒 14h00-15h00
- 📄 Group Work
- 👤 All lecturers
- 📄 Closing of the SAP programme.