

# SUSTAINABLE MARKETING FOR GLOBAL GOALS

**5-16.FEBRUARY.2024**

## 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 ethical and sustainable approaches 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. These profit-driven and non-profit organisations will need guidance incorporating the UN Sustainable Development Goals (SDGs) into the fabric of their organisations. 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 that are cognisant of SDGs, but it will also apply these to a real-life organisation. This Short Advanced Programme (SAP) is one part of a collaboration of 2 complementary SAPs developed by TUS Athlone and NHL Stenden. The NHL Stenden SAP is Meaningful Content Production.

## LEARNING OUTCOMES

At the end of this RUN-EU SAP, you 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.

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Organised by: TUS  
NHL Stenden

**DATE** From **5 to 16 February 2024**  
Face-to-Face Weeks: TUS, Athlone, Ireland 12-16 February

**MODE OF DELIVERY** Blended

**LANGUAGE OF INSTRUCTION** English

**ECTS CREDITS** 2

## ACADEMIC RECOGNITION

To be defined by each Home Institution. In general terms, most students will have this RUN-EU SAP certified in the Diploma Supplement, as a minimal condition.

## 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

**17 January 2024**

## CONTACT DETAILS

[Sap.SustainableMarketing@tus.ie](mailto:Sap.SustainableMarketing@tus.ie)

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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)  
Mart Faijtherbe (NHL Stenden)  
Konstantin Brehm (NHL Stenden)  
Angela Dijkstra (NHL Stenden)

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## PHYSICAL MOBILITY | SCHOLARSHIPS AVAILABLE

One week

For students and staff  
Travel: To be managed by Home Institution

## 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

**RUN**  
REGIONAL  
UNIVERSITY  
NETWORK  
EUROPEAN UNIVERSITY

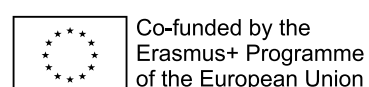
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## PROGRAMME AT A GLANCE

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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>MONDAY</b> 5/2			PREPARATION AND PRE-READING								
<b>TUESDAY</b> 6/2			PREPARATION AND PRE-READING								
<b>WEDNESDAY</b> 7/2				WELCOME	INTRODUCTION TO MARKETING AND DIGITAL MARKETING STRATEGY	LUNCH BREAK	SDGS AND SUSTAINABILITY				
<b>MONDAY</b> 12/2			OPENING	TEAM BUILDING ACTIVITIES	MODERN MARKETING	LUNCH BREAK	SOSTAC AND SUSTAINABILITY SITUATION ANALYSIS				
<b>TUESDAY</b> 13/2			MEET THE COMPANY		MARKETING STRATEGIES	LUNCH BREAK	BRANDING	SOSTAC IN PRACTICE			
<b>WEDNESDAY</b> 14/2			RECAP	PRODUCTION LAB		LUNCH BREAK	DIGITAL MARKETING TOOLS				
<b>THURSDAY</b> 15/2			EMERGING TECHNOLOGIES	FEEDBACK WORKSHOP PRESENTATIONS		LUNCH BREAK	FEEDBACK WORKSHOP PROJECTS				
<b>FRIDAY</b> 16/2			FEEDBACK	GROUP PRESENTATIONS	QUALITY ASSESSMENT	LUNCH BREAK					



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# SUSTAINABLE MARKETING FOR GLOBAL GOALS

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## 5 FEBRUARY

## MONDAY 9h00-12h00 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>MONDAY</b> 5/2			PREPARATION AND PRE-READING				LUNCH BREAK					

### Preparation and Pre-reading

🕒 09h00-1200h

👤 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.

## 6 FEBRUARY

## TUESDAY 9h00-12h00 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>TUESDAY</b> 6/2			PREPARATION AND PRE-READING				LUNCH BREAK					

### Preparation and Pre-reading

🕒 09h00-1200h

👤 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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**7 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 7/2</b>				<b>WELCOME</b>	<b>INTRODUCTION TO MARKETING AND DIGITAL MARKETING STRATEGY</b>	<b>LUNCH BREAK</b>	<b>SDGS AND SUSTAINABILITY</b>				

## Welcome & Opening Session

🕒 10h00-11h00

👥 Individual & Group Work

👤 All lecturers

📄 Introduction to lecturing team, context of SAP, learning outcomes, assignments, case study techniques & reflective video techniques.

## Introduction to Marketing & Digital Marketing Strategy

🕒 11h00-13h00

👥 Individual & Group Work

👤 Louise Murray  
Sinéad O'Connell

📄 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.

## SDGs & Sustainability

🕒 14h00-16h00

👥 Individual & Group Work

👤 Louise Murray  
Sinéad O'Connell

📄 We will investigate sustainability, inclusivity and the societal impact of marketing in the context of the SDGs. Marketing is in the unique position to shape consumption in society. Therefore, it 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

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12 FEBRUARY

MONDAY 9h00-17h00 - TUS

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 12/2			OPENING	TEAM BUILDING ACTIVITIES	MODERN MARKETING	LUNCH BREAK	SOSTAC AND SUSTAINABILITY SITUATION ANALYSIS				

## Welcome & Opening Session

- 🕒 9h00-10h00
- 👥 Individual & Group Work
- 👤 All lecturers

- 📄 Introduction to University, learning outcomes, project outline and group work.

## Team Building Activities

- 🕒 10h00-12h00
- 👥 Group Work
- 👤 All lecturers
- 📄 Students will spend time working through a number of team building activities.

## Modern Marketing Mix

- 🕒 12h00-13h00
- 👥 Individual & Group Work
- 👤 Louise Murray  
Sinéad O'Connell

- 📄 We introduce 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.

Case Studies  
GiveIndia: On the net for a cause.

## SOSTAC and Sustainability Situation Analysis

- 🕒 14h00-17h00
- 👥 Individual & Group Work
- 👤 Louise Murray  
Sinéad O'Connell

- 📄 Students will be introduced to the digital marketing strategy framework by PR Smith, known as SOSTAC. It 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.

A situation analysis helps develop a basis of understanding of the environment in which a plan is to be delivered. The foundations include an analysis of the micro and macro environment.

Case Studies  
Depop: Sustainable Fashion in Challenging Times



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**13 FEBRUARY**

**TUESDAY 9h00-18h00 - TUS**

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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 13/2</b>			<b>MEET THE COMPANY</b>	<b>MARKETING STRATEGIES</b>	<b>LUNCH BREAK</b>	<b>BRANDING</b>	<b>SOSTAC IN PRACTICE</b>				

## 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.

## Branding

🕒 14h00-16h00

👥 Individual & Group Work

👤 All lecturers

📄 We look at the challenges of building authentic brands in a digital age investigating brand values, equity, authenticity & transparency.

## Marketing and Digital Marketing Strategies

🕒 11h00-13h00

👥 Individual & Group Work

👤 Louise Murray  
Sinéad O'Connell

📄 Students will be introduced to what marketing is, its scope, applications and benefits. In recent years digital technologies have 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. We will provide an overview of digital marketing strategy development to include the internal and external influences that provide direction to the strategy.

Case Studies

Sephora commits to inclusivity.

The Pug Predicament: Ethical decision making in an online marketplace.

## SOSTAC in practice

🕒 16h00-18h00

👥 Individual & Group Work

👤 Louise Murray  
Sinéad O'Connell

📄 We will apply the SOSTAC framework to the live company.

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**14 FEBRUARY**

**WEDNESDAY 9h00-17h00 - TUS**

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 14/2</b>			RECAP	PRODUCTION LAB			LUNCH BREAK	DIGITAL MARKETING TOOLS			

## Recap of Theory

- 🕒 9h00-10h00
- 👥 Individual & Group Work
- 👤 Louise Murray  
Sinéad O'Connell

📄 A quick revision of theory covered to date in preparation for labs.

## Meaningful Content Production Lab

- 🕒 10h00-13h00
- 👥 Group Work & Lab Work
- 👤 NHL Stenden Lecturers

📄 Introduction to meaningful content production from the NHL Stenden Team.

## Digital Marketing Tools

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

📄 Introduction to the most popular social media platforms in Europe. How social media platforms are used for business.



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**15 FEBRUARY**

**THURSDAY 9h00-17h00 - TUS**

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>THURSDAY 15/2</b>			<b>EMERGING TECHNOLOGIES</b>	<b>FEEDBACK WORKSHOP PRESENTATIONS</b>	<b>LUNCH BREAK</b>	<b>FEEDBACK WORKSHOP PROJECTS</b>					

## Emerging Technologies and Ethical Implications

- 🕒 9h00-11h00
- 👥 Individual & Group Work
- 👤 All lecturers

📄 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 project document and receive feedback from the lecturing team.

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**16 FEBRUARY**

**FRIDAY 9h00-13h00 - TUS**

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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>FRIDAY 16/2</b>			<b>FEEDBACK</b>	<b>GROUP PRESENTATIONS</b>	<b>QUALITY ASSESSMENT</b>	<b>LUNCH BREAK</b>					

## Live Project Feedback

- 🕒 9h00-10h00
- 👥 Group Work
- 👤 All lecturers

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

## Group Presentations

- 🕒 10h00-12h00
- 👥 Group Work
- 👤 All lecturers & live company

📄 The groups present their final marketing strategies to the live company and receive feedback.

## Overall Quality Assessment

- 🕒 12h00-13h00
- 👥 Individual Work
- 👤 Louise Murray  
Sinéad O'Connell

📄 The teams reflect on their presentation and their learning over the past 2 weeks.