

Subject Code	MM5811
Subject Title	Marketing with Purpose: ESG and Sustainability
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	This course equips students with a comprehensive understanding of ethics, social responsibility and sustainability within the international framework of ESG (Environmental, Social, Governance). ESG principles are now critical to corporate decision-making, influencing how organizations address environmental challenges, foster social equity, and maintain transparent governance. This course explores the integration of ESG principles into marketing and business strategies, emphasizing ethical practices, sustainability and corporate social responsibility. Students will gain insights into how organizations can align their marketing efforts with global sustainability goals and foster stakeholder trust.
Intended Learning Outcomes	Upon completing this course, students will be able to: - Integrate the principles of ethics, ESG and sustainability from a stakeholder perspective and evaluate their evolution in the global business context. - Examine the impact of ESG principles on corporate decision-making processes and marketing strategies with international perspectives. - Evaluate the role of ESG-driven strategies in enabling corporations to achieve long-term business sustainability. - Formulate and implement effective ESG approaches to address critical issues related to ethics, responsibility and sustainability. - Analyze global sustainability reporting standards. - Apply ESG approaches to address challenges that involve one or more of the five key technological elements: Artificial Intelligence (AI), Blockchain, Cloud Computing, Data Science, and Entrepreneurship.
Subject Synopsis/ Indicative Syllabus	- Introduction to ESG and Sustainability in Marketing - Ethical Principles and Corporate Social Responsibility (CSR) Frameworks - Stakeholder and Engagement Models - ESG-Driven Marketing and Communication Strategies - Green Marketing vs. Greenwashing - Circular Economy and Long-term Value Creation - Leveraging Technology to Achieve Sustainability Goals - Standards and Metrics for ESG Reporting - Corporate Governance Frameworks for Business Leaders - Corporate Environmental Responsibility - Sustainability Challenges and Future Trends

Teaching/Learning Methodology	The teaching approach combines lectures, case studies and practical assignments to foster comprehensive understanding and active engagement. Lectures will introduce key concepts and models related to ethics, ESG and sustainability, emphasizing debates surrounding international corporate practices. Building on this foundation, empirical case studies will encourage students to analyse, discuss and reflect upon these issues using real-world examples of business behaviours. To further enrich the learning experience, guest speakers will be invited to share their expertise and best practices from business sectors or industry associations.																																																														
Assessment Methods in Alignment with Intended Learning Outcomes	<table><tr><th rowspan="2">Specific assessment methods/tasks</th><th rowspan="2">% weighting</th><th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th></tr><tr><th>a</th><th>b</th><th>c</th><th>d</th><th>e</th><th>f</th></tr><tr><td>Continuous Assessment*</td><td>50%</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>1. Class Participation</td><td>10%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>2. Individual Assignment</td><td>20%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>3. Group Project</td><td>20%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>Examination</td><td>50%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>Total</td><td>100 %</td><td colspan="6"></td></tr></table> <i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i> To pass this subject, students are required to obtain Grade D or above in the overall subject grade. Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: 1. Class participation encourages active engagement and communication skills. It allows students to express their perspectives and debate real-world issues. It ensures that students are consistently involved in the learning process and contributes to a dynamic classroom environment. 2. Individual assignment provides an opportunity for in-depth research and reflection on specific topics, ensuring that each student develops a thorough grasp of key concepts and can showcase their analytical and problem-solving abilities. 3. Group projects foster teamwork, collaboration and practical application of theoretical knowledge. This method also helps students build interpersonal and leadership skills. 4. Examination is effective in assessing individual understanding and application of theoretical models within a structured framework. They encourage students to synthesize and apply learned concepts	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d	e	f	Continuous Assessment*	50%							1. Class Participation	10%	✓	✓	✓	✓	✓	✓	2. Individual Assignment	20%	✓	✓	✓	✓	✓	✓	3. Group Project	20%	✓	✓	✓	✓	✓	✓	Examination	50%	✓	✓	✓	✓	✓	✓	Total	100 %						
Specific assessment methods/tasks	% weighting			Intended subject learning outcomes to be assessed (Please tick as appropriate)																																																											
		a	b	c	d	e	f																																																								
Continuous Assessment*	50%																																																														
1. Class Participation	10%	✓	✓	✓	✓	✓	✓																																																								
2. Individual Assignment	20%	✓	✓	✓	✓	✓	✓																																																								
3. Group Project	20%	✓	✓	✓	✓	✓	✓																																																								
Examination	50%	✓	✓	✓	✓	✓	✓																																																								
Total	100 %																																																														

	under time constraints, fostering analytical skills and their ability to relate these to real-world scenarios.	
Student Study Effort Expected	Class contact:	
	▪ Lectures and Seminars	39 Hrs.
	Other student study effort:	
	▪ Preparation for lectures	30 Hrs.
	▪ Preparation for assignments, group projects, presentations and examination	60 Hrs.
	Total student study effort	129 Hrs.
Reading List and References	Selected References : Crane, A., Matten, D., Glozer, S., Spence, L. (2019). Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization. Second International Edition. Oxford University Press. Colin Read. (2023). Understanding Sustainability Principles and ESG Policies: A Multidisciplinary Approach to Public and Corporate Responses to Climate Change. Palgrave Macmillan. Lawrence, A.T. and Weber, J. (2020). Business & Society: Stakeholders, Ethics, Public Policy. 16th Edition. McGraw Hill Education. Ana Cristina Siqueira, Cristina Neesham, et al. (2025). Sustainability Management: A Systems Approach. Sage. General References : Harvard Business Review The Economist	

October 2025