

## RESPONSIBLE MARKETING 23219

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### COURSE DESCRIPTION AND COMPETENCY GOALS

Since the origin of marketing, societal issues like sustainability, ethics, and responsibility have been discussed and researched. In this course you will learn about the current state-of-art in the field of Responsible Marketing. Practical implications and company cases are presented and studied. During the course students will also learn how marketing is related to the United Nation's Sustainable Development Goals (SDGs). The purpose is to gain a broad knowledge in role of consumption in sustainability, social marketing, macromarketing, activism, and degrowth. The course is completed with assignments, teamwork, and a debate.

#### Learning outcomes:

**After completing the course you can**

##### *CORE CONTENT (what you must know):*

- define and describe sustainable consumption, social marketing, macromarketing, activism, and degrowth
- apply responsible marketing theory to company cases or reflect them to consumer behaviour
- apply United Nations Development Goals to business

##### *COMPLEMENTARY KNOWLEDGE (what you should know)*

- learn to organize teamwork
- reflect on others' and one's own role in a team
- develop critical thinking with solutions
- develop creative ideas to get the message across
- structure material into a coherent line of arguments
- present material in a concise way to defend developed arguments in writing and orally
- After completing the debate assignment, you'll be able to:
  - Present convincing argumentation based on robust scientific evidence.
  - Use persuasive techniques that strengthen argumentation and debate performance.
  - Practice communication that engenders embodiment, presence, and authentic interaction

#### **Learning methods in the course:**

- *The course literature* gives introductory information of the weekly theme sessions. It also deepens the information of the sessions, at the same time as it can be used as references for your master's thesis.
- *The theme sessions* introduce the assignments and discuss the course literature and provide extra material. The guest lectures give an expert or a practitioner view on the topic.
- *The assignments* deepen your understanding on the theme, teach you to apply your knowledge to a given problem or issue, and give you room to provide your own thoughts.
- *Debate:* The aim is to practice presenting constructively different solutions for responsibility or sustainability issues.

#### Examination:

The examination consists of the assignments and the debate at the end of the course. Note that there is no written exam. Instead learning occurs during the course and through active use and application of the course literature. In order to ensure optimal learning you are encouraged **to attend every theme session or watch the video**, and **pass the assignments**. **However, the attendance in any sessions is not obligatory and is not graded.** Each examination element is valid one semester, i.e. passed elements are not transferred to another year or course.



Time and place	SESSION	Readings BEFORE the session	Assignments AFTER the session	Instructor
Mon 1.9.2025 16-17.30 A210	Introduction to the course. How to navigate in Moodle page?	Please read the information on the course home page and prepare questions	Check the Moodle homepage, check the schedule, download all material you are going to use, MINIMUM is to download CORE material.	Pia Polsa
Tues 2.9.2025 12:30-14:00 A210	<b>Introduction to the assignment</b> and final responsible marketing debate. How to read articles?	Check the assignments	Read all the assignments	Pia Polsa Taija Townsend
Mon 8.9.2025 14.15-15.45 A210	<b>THEME 1: Theory of brand/corporate/CEO activism</b> Phd Meri-Maaria Frig, Aalto/Hanken	CORE material	<b>Assignment 1/Theme 1:</b> <b>Teamwork/leadership Assignment diary</b> <b>DEADLINE at 8 pm 15.9.2025</b>	Meri-Maaria Frig, Aalto
Tues 9.9.2025 12:30-14:00 A210	<b>THEME 1: Guest lecture Sustainable eating and public affairs manager, Niklas Kaskeala, Oatly</b>	Two articles of your own choice from Moodle material OR found with the help of SciSpace		Niklas Kaskeala, Oatly
Mon 15.9.2024 14.15-15.45 A210	<b>THEME 2: Theory of sustainable consumption</b>	CORE material	<b>Assignment 2/Theme 2:</b> <b>Teamwork/leadership Assignment diary</b> <b>DEADLINE 8 pm 22.9.2025</b>	Pia Polsa
Tues 16.9.2024 12:30-14:00 A210	<b>THEME 2: Theory of degrowth and overconsumption</b>			Pia Polsa
Mon 22.9.2025 14.15-15.45 A210	<b>THEME 3: Guest lecture</b> Development Manager Laura Ihanainen KESKO	Two articles of your own choice from Moodle material OR found with the help of SciSpace	<b>Assignment 3/Theme 3:</b> <b>Teamwork/leadership Assignment diary</b> <b>DEADLINE at 8 pm 29.9.2025</b>	Laura Ihanainen, Kesko
Tues 23.9.2025 12:30-14:00 A210	<b>THEME 3: Theory of macromarketing coupled with United Nations Development goals and responsabilitation</b>			Pia Polsa
Mon 29.9.2025 14.15-15.45 A210	<b>THEME 4: Guest lecture</b> PhD Heini Taiminen, University of Jyväskylä	Two articles of your own choice from Moodle material OR found with the help of SciSpace	<b>Assignment 4/Theme 4:</b> <b>Teamwork/leadership Assignment diary</b> <b>DEADLINE at 8 pm 30.9.2025</b>	Heini Taiminen, University of Jyväskylä
Tues 30.9.2025 12:30-14:00 A210	<b>THEME 4: Theory of social marketing</b>			Pia Polsa

Mon 6.10.2025 14:15-15:45 A210	COACHING to DEBATE			Taija Townsend Pia Polsa
Tues 7.10.2025 12:30-14:00 A210	COACHING to DEBATE			Taija Townsend Pia Polsa
Thurs 9.10.2025 12:30 - 14:00 14:15-15:45 A403	DEBATE: PhD Taija Townsend and Pia Polsa	Course material	Debate face-to-face: OBLIGATORY for one slot	Taija Townsend Pia Polsa
Mon 13.10.2025 12:30 - 14:00 14:15-15:45 A403	DEBATE: PhD Taija Townsend and Pia Polsa	Course material	Debate face-to-face: OBLIGATORY for one slot	Taija Townsend Pia Polsa
Tues 14.10.2025 10.15-11.45 A304 12:30 - 14:00 14:15-15:45 A403	DEBATE: PhD Taija Townsend and Pia Polsa	Course material	Debate face-to-face: OBLIGATORY for one slot	Taija Townsend Pia Polsa
Wed 15.10.2025 10.15-11.45 12:30 - 14:00 A403 14:15-15:45 A408	DEBATE: PhD Taija Townsend and Pia Polsa	Course material	Debate face-to-face: OBLIGATORY for one slot	Taija Townsend Pia Polsa
Fri 17.10.2025 12:30 - 14:00 14:15-15:45 A403	DEBATE: PhD Taija Townsend and Pia Polsa	Course material	Debate face-to-face: OBLIGATORY for one slot	Taija Townsend Pia Polsa
DEADLINE 20.10.2025	Teamwork/leadership Assignment diary		DEADLINE 20.10.2025	