

Welcome to **RESPONSIBLE MARKETING 23219**

This syllabus provides an overview of the course content, intended learning outcomes, teaching arrangements, assessment, and practical information. Students are encouraged to read the syllabus carefully at the beginning of the course and consult it throughout the course.

1. General Information

Course Name: **RESPONSIBLE MARKETING**

Course Code: **23219**

Period: P1 from [31.8.2026–16.10.2026](#)

Language of Instruction: English

Course Scope: 5 ECTS credits

Grading Scale: from 0 to 100 points that translates to 1-5 at the end of the course

2. Course Description

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, and degrowth. The course is completed with assignments, teamwork, and a company consensus conference.

3. Intended Learning Outcomes

After completing the course, you will be able to:

- define sustainability values and apply them to a company case
- define and describe sustainable consumption, social marketing, macromarketing, and degrowth
- apply responsible marketing theory coupled with sustainability values to a company case or reflect them to consumer behaviour
- apply United Nations Development Goals to a company case
- 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 company consensus conference assignment, you'll be able to:
 - Present convincing argumentation based on robust scientific evidence.
 - Use persuasive techniques that strengthen argumentation and debate performance/consensus.
 - Practice communication that engenders embodiment, presence, and authentic interaction

4. Prerequisites

Completed bachelor degree or non-degree study right for the Corporate Responsible Study Module

5. Workload

The total workload of the course is approximately 135 hours.

Activity	Hours
Lectures	20
Seminars/Exercises	4
Group Work	37
Independent Study	37
Examination Preparation	37
Total	135

6. Teaching Methods and Participation

Course Structure

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.
- *Company consensus conference*: The aim is to practice presenting constructively different solutions for responsibility or sustainability issues.

The examination consists of the assignments and the company consensus conference 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. 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 except coaching to**

company consensus seminar and one company consensus seminar. Each examination element is valid one semester, i.e. passed elements are not transferred to another year or course.

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 except coaching to company consensus seminar and one company consensus seminar.** Each examination element is valid one semester, i.e. passed elements are not transferred to another year or course.

7. Instructor Information

Instructor: Pia Polsa (examiner), Taija Townsend and Laura Ihanainen (company consensus conference instructors), YY (teaching assistant)

Email: pia.polsa

Office Hours: by appointment

Communication

Communication of this course is via Moodle announcements

8. Course Literature

Required Reading

- Two articles on the Moodle page per each theme

Recommended Reading

- Extra literature of the themes are provided in Moodle under headings

9. Key Concepts

The course introduces and discusses the following key concepts:

In English	In Swedish	In Finnish
Responsible marketing	Ansvarsfull marknadsföring	Vastuullinen markkinointi
Sustainability values	Hållbarhetsvärderingar	Kestävyysarvot
Responsibility values	Värderingar kring ansvar	Vastuullisuusarvot
Sustainable consumption	Hållbar konsumtion	Kestävä kulutus
Degrowth	Nedtillväxt	Kohtuu talous
Macromarketing domain	Makromarknadsföring forskningsområde	Makromarkkinointi tieteen ala

The United Nations Sustainable Development Goals (SDG)	Förenta Nationers mål för hållbar utveckling	Yhdistyneiden Kansakuntien kestävä kehityksen tavoitteet
Social marketing	Samhällelig marknadsföring	Yhteiskunnallinen markkinointi

10. External Partners

The course is collaborating with Laura Ihanainen who is Professor of Practice at Hanken and Sustainability Manager at Snellman and with Taija Townsend who is Lecturer at Hanken to provide solutions for Snellman in assignments and a company consensus conference.

11. Assessment and Grading

Assessment Components

Assessment Component	Weight (%)
Assignment(s)	4*15=60
Group Work Assignment	15
Participation	
Final Examination: Company consensus conference	25
Total	100

Assessment Criteria

Assessment criteria is provided in assessment matrix for each assignment and for company consensus conference. AI is not used for assessment.

12. Academic Integrity and Use of AI

Students are expected to comply with Hanken's principles of academic integrity and responsible academic conduct. Suspected misconduct will be handled according to:

Hanken's Action Plan against Academic Misconduct in Studies ([link](#))

Use of AI

This course follows Hanken's Traffic Light Model for the use of generative AI. ([link](#))

AI Category for course or assignment: Yellow

Course-specific Instructions:

You can refine language and grammar with AI but always create your own content. AI tools may be used for support and a report of how AI was used and how use shaped thinking.

13. Schedule and Timeline

Time and place	SESSION	Readings BEFORE the session	Assignments AFTER the session	Instructor
Mon 31.8.2026 14.15-15.45 A307	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, read all the assignments, check the schedule, download all material you are going to use, MINIMUM is to download CORE material.	Pia Polsa
Wed 2.9.2026 12:30-14:00 A307	Introduction to the assignment and final responsible marketing debate. How to read articles?	CORE material		Pia Polsa
Mon 7.9.2025 14.15-15.45 A307	THEME 1: Theory of sustainability values	CORE material	Assignment 1/Theme 1: DEADLINE at 8 pm 14.9.2026 or 21.9.2026	Pia Polsa
Wed 9.9.2025 12:30-14:00 A307	THEME 1: Guest lecture Dr Samuli Autti, Lecturer EPSRC Fellow Lancaster University, UK Chair of Young Academy Finland			Samuli Autti
Mon 14.9.2026 14.15-15.45 A307	THEME 2: Social marketing and sustainable marketing strategies to shape markets	Two articles of your own choice from Moodle material	Assignment 2/Theme 2: DEADLINE 8 pm 21.9.2026 or 28.9.2026	Pia Polsa
Weds 16.9.2026 12:30-14:00 A307	THEME 2: Quest lecture Dr Laura Ihanainen, Sustainability Manager Snellman/Professor of Practice Hanken			Laura Ihanainen
Mon 21.9.2026 14.15-15.45 A307	THEME 3: Theory of macromarketing coupled with United Nations Development goals and responsibilisation	Two articles of your own choice from Moodle material	Assignment 3/Theme 3: DEADLINE at 8 pm 28.9.2026 or 5.10.2026	Pia Polsa
Wed 23.9.2026 12:30-14:00	THEME 3: Quest lecture Dr Laura Ihanainen, Sustainability Manager Snellman/Professor of Practice Hanken			Laura Ihanainen

A307				
Mon 28.9.2026 14.15-15.45 A307	THEME 4: Theory of sustainable consumption, Dr Jenni Sipilä Associate Professor Hanken	CORE material	Assignment 4/Theme 4: DEADLINE at 8 pm 5.10.2026 or 12.10.2026	Jenni Sipilä
Wed 30.9.2026 12:30-14:00 A307	THEME 4: Theory of degrowth and overconsumption			Pia Polsa
Mon 5.10.2026 12:30-13:30	COACHING to Company consensus conference		Debate face-to-face: OBLIGATORY for one slot	Taija Townsend Pia Polsa
Mon 5.10.2026 14:00-15:00	COACHING to Company consensus conference		Debate face-to-face: OBLIGATORY for one slot	Taija Townsend Pia Polsa
Tues 6.10.2026 12:30 - 14:00 14.15-15.45 A303	DEBATE: PhD Taija Townsend and Pia Polsa	All course material	Debate face-to-face: OBLIGATORY for one slot	Taija Townsend Pia Polsa Laura Ihanainen
Wed 7.10.2026 12:30 - 14:00 14.15-15.45 A306	DEBATE: PhD Taija Townsend and Pia Polsa	All course material	Debate face-to-face: OBLIGATORY for one slot	Taija Townsend Pia Polsa Laura Ihanainen
Thurs 8.10.2026 10.15-11.45 12:30 - 14:00	DEBATE: PhD Taija Townsend and Pia Polsa	All course material	Debate face-to-face: OBLIGATORY for one slot	Taija Townsend Pia Polsa Laura Ihanainen

14. Additional Information

Individual Study Arrangements

Please, find information:

<https://www.hanken.fi/en/students/study-practicalities/individual-arrangements>