Unit 16 Sustainable Marketing

Content Area: **Business**
Course(s): **Generic Course**
Time Period: **Semester 2**
Length: **2 Weeks**
Status: **Published**

Standards

CAEP.9.2.12.C.1	Review career goals and determine steps necessary for attainment.
CAEP.9.2.12.C.3	Identify transferable career skills and design alternate career plans.
CAEP.9.2.12.C.4	Analyze how economic conditions and societal changes influence employment trends and future education.
CAEP.9.2.12.C.9	Analyze the correlation between personal and financial behavior and employability.

Enduring Understandings

Sustainable marketing actions are more than just the right thing to do; they are also good for business.

Companies can benefit from proactively pursuing sustainable marketing practices that bring value not jsut to individual customers but also to society as a whole.

Essential Questions

What does sustainable marketing mean?

What are the common criticisms of Marketing?

How have consumerism and environmentalism shaped business actions toward sustainable marketing?

Knowledge and Skills

1. Define sustainable marketing and discuss its importance

2. Identify the major social criticisms of marketing

3. Define consumerism and environmentalism and explain how they affect marketing strategies

4. Describe the principles of sustainable marketing

5. Explain the role of ethics in marketing

Transfer Goals

Some iniatives can only work for short periods of time.

It takes time and money in order to keep things going.

Resources

Marketing, An Introduction by Armstrong and Kotler

Google Doc

Sway