

MARKETING

14%

of management
graduates



- Understand the environmental challenges of several sectors, and what this entails for the role of marketing
- Pay particular attention to ethics in methods of influence

- Develop a critical view regarding current consumption dynamics
- Build a narrative of desirable futures consistent with physical limits



Adopting a systemic, interdisciplinary
and ethical approach

Developing a
critical mind
to envisage
desirable
futures

Conceiving the
transformation
of organisations

Acting
individually
and collectively
in a responsible
way

- Question the social utility of products and services
- Use the results of an environmental assessment to review your product portfolio, and your channels of distribution and communication



- Imagine new practices to change modes of consumption
- Make sobriety desirable and accessible
- Take ecodesign approaches

