

How to integrate ecological issues into marketing courses?

Workshop - 16 March 2023

In the context of the project [ClimatSup Business - Educating tomorrow's economic actors](#)

Following [a presentation by Céline Del Bucchia](#) (Professor at Audencia)

The workshop gathered professors in marketing from various business schools and universities. It aimed at creating a space for professors to share their experiences on the integration of ecological issues into marketing courses.

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I. What prevents you from integrating ecological issues into your courses? What difficulties are you facing?

1. Lack of time to teach sustainable marketing

According to some participants, there is not always dedicated time for sustainable marketing, so professors are faced with the choice between replacing what is taught or finding more hours.

Besides, students are not always taught the basics and prerequisites of sustainability before, which are needed to teach sustainable marketing.

2. Lack of coordination of marketing courses

Following the precedent point, there is a need for students to have more knowledge before being taught sustainable marketing. Coordination between marketing courses is necessary to ensure issues are covered consistently.

The subject must become the dominant perspective of all courses, all students, all professors.

Some initiatives like *Fresque du Climat* are indeed too isolated, at the end students are sensitized but then they move on.

3. Limitation of the notion of marketing itself

Most participants share a feeling of imposture with the fact of adding sustainability to the notion of marketing, whereas marketing is a powerful tool which does not have originally vocation to be

sustainable. They agree upon the idea that marketing as it has been conceived must change radically, as commonly used indicators (KPIs) are obsolete and based on economic growth stakes.

The name "sustainable marketing" itself was also criticized for courses teaching how to produce less and degrowth strategies.

II. What are your suggestions to tackle these difficulties?

1. Marketing as an opportunity to change product value chains

For some professors, circular economy is not a sufficient solution and we need to go further: we need to change the whole business model of society, including sobriety. Environmental criteria must be central. Marketing could thus consist of rethinking a product and not just promoting it.

Changing companies from within can also be impactful. However, a participant highlighted the need to help students to think more critically about what companies do, to be able to go beyond what companies show and identify greenwashing.

2. Student awareness

The awareness of the students must be raised as early as possible, especially in high school or during sustainable courses (basis) for every student during a common core.

Students can be more involved by presenting a project in the city council, invite NGOs, etc. It can help them understand the importance of the issue.

Business games with carbon footprint simulations can also be stimulating.

3. Resources

On the online platform enseignerleclimat.org (run by The Shifters), pedagogical material is shared by a diversity of professors.

Other interesting sources of information are those by Université de Lyon, or UCLouvain (business simulation [Markstrat](#)).

These are in addition to the [presentation](#) by Céline Del Bucchia.