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B.Com Honours

Semester III

Calicut University

SUSTAINABLE MARKETING AND ETHICAL PRACTICES

Course Code: COM3FV108 • Module 1 Notes

Module I: Theoretical Foundation of Sustainability & Sustainable Marketing

Sustainable marketing aligns corporate commercial goals with environmental conservation, societal equity, and long-term economic viability under UN Sustainable Development Goals (SDGs).

Unit 1: Meaning & Objectives of Sustainability & Sustainable Development

Meeting the needs of the present generation without compromising the ability of future generations to meet their own needs (Brundtland Commission Definition, 1987). Objectives: Preserving ecological capital, eliminating resource depletion, and promoting social justice.

Unit 2: Concept & Evolution of Sustainable Marketing

Evolutionary Stages: Ecological Marketing (1970s focus on environmental damage) → Environmental / Green Marketing (1980s focus on eco-friendly products) → Sustainable Marketing (Modern holistic focus on Triple Bottom Line).

Unit 3: Three Pillars of Sustainable Marketing

- 1. Environmental Pillar (Planet):** Carbon footprint reduction, biodiversity protection, waste minimization.
- 2. Social Pillar (People):** Fair labor standards, community welfare, inclusive marketing, consumer safety.
- 3. Economic Pillar (Profit):** Long-term financial profitability, transparent supply chain governance.

Unit 4: Rationale & Basic Tenets of Sustainable Marketing

Tenets: Consumer-Oriented Marketing, Innovative Value Creation, Mission-Driven Purpose, Societal Marketing Principles, and Full Environmental Costing.

Unit 5: Balancing Sustainability & Profitability – Sustainability Issues

Resolving short-term cost pressures of green raw materials against long-term brand equity, market share growth, and regulatory compliance.

Practical Case Framework (Three Pillars of Sustainability Matrix): Analyze corporate strategic initiatives across the three sustainability dimensions.

Three Pillars of Corporate Sustainability Matrix:

Sustainability Pillar	Core Strategic Objective	Corporate Operational Initiatives	Key Performance Indicator (KPI)
Environmental (Planet)	Zero ecological degradation & carbon neutrality	Solar energy transition, 100% recyclable packaging	Metric tons of CO2 equivalent reduced
Social (People)	Equitable community & labor advancement	Fair-trade farmer wages, diversity & inclusion policies	Employee safety score & Community investment %
Economic (Profit)	Sustainable long-term shareholder value	Circular economy business models, eco-efficiency	Return on Sustainable Capital Employed (ROSCE)

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