



Course syllabus

School of Business and Economics

Department of Economics and Statistics

INA051 Macroeconomics and Sustainability with Marketing Perspectives, 7,5 högskolepoäng

Macroeconomics and Sustainability with Marketing Perspectives, 7.5 credits

Main field of study

Business Administration, Economics

Subject Group

Economics

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2015-05-13

Revised 2019-05-15 by School of Business and Economics. Changed the prerequisites, small linguistic changes throughout course syllabus and test parts.

The course syllabus is valid from spring semester 2020

Prerequisites

52.5 credits passed in the following courses:

- Fundamentals of Business Administration for Marketers, 12.5 credits,
- Basic Micro Economic Theory for Marketers, 10 credits,
- Statistics for Marketers I, 7.5 credits,
- From the Perspective of the Customer, 30 credits

and English B/English 6, or the equivalent.

Objectives

After completing this course the student should be able to:

- account for theories and concepts within the areas of sustainable marketing
- demonstrate how each element of the marketing mix can be adapted to implement sustainable marketing strategy in the broader context of a firm's corporate strategy
- describe the interdisciplinary and eclectic nature of sustainable business especially with regard to marketing and economics
- explain economic theories and concepts in relation to sustainable development
- define and explain basic macro economic concepts such as gross domestic product, inflation, unemployment, growth and external balance
- define and explain fiscal policy and be able to clarify verbally and graphically

- how fiscal policy affects the economy
- define and explain the monetary system and to explain its role in the society
- clarify, verbally and graphically, the role of monetary policy in the economy
- define and explain exchange rate markets and to clarify its role and function in the economy
- clarify economic explanations behind international trade and the effects of international trade within a society

Content

The course contains:

- introduction to the main concepts of sustainable marketing and sustainable development based on environmental integrity, economic prosperity, and social responsibility
- sustainability marketing standards and strategies
- sustainability marketing mix and opportunities
- introduction to sustainable consumer behavior
- the concept of sustainable development and its connection to growth, external effects and public goods
- introduction to basic macro economic concepts
- defining basic macro economic relations
- aggregate demand and aggregate supply
- fiscal policy
- relation between inflation and unemployment
- monetary markets and monetary policy
- exchange rate policy
- basic trade theory

The course is made up of:

Economics, 5 credits

Business Administration, 2.5 credits

Type of Instruction

The teaching consists of lectures and seminars. Dates for compulsory elements are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined through a written examination and a written assignment that is presented and presented and discussed during seminar.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. Students who are close to the passing grade of reports can complement after instructions and time-frame given by the examiner to obtain a pass grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: The course overlaps 1NA103 with 7.5 credits and 1NA101 with 5 credits.

Required Reading and Additional Study Material

Required reading

Begg, D. & Ward, D. *Economics for Business*. McGraw-Hill. Latest edition. About 200 pages.

Belz, F. M. & Peattie, K. *Sustainability Marketing: A global perspective*. Chichester: Wiley. Latest edition. About 270 pages.

Scientific articles. About 300 pages.