



Course syllabus

School of Business and Economics

Department of Economics and Statistics

1NA103 Macroeconomics and Sustainability with Marketing Perspectives, 7,5 högskolepoäng

1NA103 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 by School of Business and Economics 2014-11-27

The course syllabus is valid from spring semester 2015

Prerequisites

45 credits passed on the Marketing Programme and English B/English 6.

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

Lectures, exercises and seminars. Obligatory parts are stated in the schedule.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Assessment of the student's performance is carried out through written exam, written reports and oral presentations. Active participation in seminars is required for a pass.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

For the grade pass, the objectives have to be reached; the grade is based upon the degree to which the objectives are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr: ELNU 2011/160".

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year. Students that do not pass reports can complement according to instructions from the examiner.

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at

the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

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.