[ NEW in fall 2021] MOS 3398A Section 551: Sustainability Marketing.

This is listed as a special topics course in the Calendar; here is the formal description: “Within the broader framework of sustainability, this course will build knowledge and critical thinking skills in researching, planning and developing marketing strategies to help organizations meet the triple bottom line (people, planet, profit). Topics to be discussed include developing sustainable business models to drive innovation and competitive advantage, understanding consumer expectations and behaviour on sustainability, using sustainability principles in the design and packaging of products and creation of value chains, and communicating sustainable value propositions.” The pre-requisite is MOS 3320A/B or MOS 2320A/B. Make sure you pay close attention to the MOS 3398A Section numbers so that you make the right choice.