

<b>Course title:</b>	<b>Sustainable Global Marketing: Insights from Germany and Beyond</b>
<b>Instructor:</b>	Joanna Trammell
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<b>Track:</b>	A-Track
<b>Language of instruction:</b>	English
<b>Contact hours:</b>	72 (6 per day)
<b>ECTS credits:</b>	8
<b>Prerequisites:</b>	Students should be able to speak and read English at the upper intermediate level (B2) or higher.

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### **Course description**

Sustainable Global Marketing in Berlin explores the integration of global marketing strategies with sustainability principles. Sustainability is a societal issue that involves all stakeholders; this course focuses on organizations that align their business operations with sustainability goals for a variety of reasons, such as government regulations, customer demand, economic viability, or personal conviction. Effectively communicating these efforts to all stakeholders requires the use of global marketing strategies. This course examines the opportunities and challenges associated with marketing across borders and how they are impacted by the social, cultural, economic, political, and technological landscapes. For the purpose of this course the following definition of global marketing will be used: strategies that are designed with a global audience in mind, often developed centrally and then rolled out with minor adjustments for local markets.

By studying in Berlin, students experience first-hand how business differs within the German context (i.e. risk aversion, lack of sugar coating) while gaining a deeper understanding of global marketing.

This experiential course combines in-class learning with out-of-classroom experiences to study how global companies operate in the Berlin. Students will explore and analyze marketing strategies and practices tailored specifically to the German market, will consider cultural diversity of Berlin and evaluate how marketing strategies vary based on language, culture, history, and formal institutions. Emphasis will be placed on cultural localization strategies, and understanding of diverse cultural values, consumer behaviors, and preferences across Berlin and other German regions. Students will explore opportunities to develop sustainable practices within the context of the marketing mix and will develop strategies to adapt marketing campaigns, product offerings, and ways of communication to appeal to local customers.

The course aims to broaden student appreciation of the German market and equips students with foundations and knowledge to understand how global corporations tailor their marketing

strategies to appeal to local customers and address sustainability issues. Participants will develop a competitive strategy and a marketing plan for a new product in Berlin.

The major learning goal of this course is for students to cultivate a mindset rooted in sustainable marketing principles, with a deep understanding of the relationship between local, international, and global perspectives.

It relates to the following UN's Sustainable Goals:

Goal 9: Build resilient infrastructure, promote sustainable industrialization and foster innovation.

Goal 12: Ensure sustainable consumption and production patterns.

The learning objectives supporting the major learning goal are:

1. Evaluate the social, economic, political, and technological environments of Berlin to inform sustainable marketing strategies.
2. Analyze local and global perspectives to develop sustainable practices within the context of the marketing mix
3. Develop a marketing strategy that promotes sustainable consumption and production patterns aligning with the principles of responsible resource use, minimizing environmental impact, and fostering ethical consumer behavior.

### **Student profile**

The course is intended for undergraduate students with an interest in international marketing and sustainability. If you are creative, strategic, enjoy working with others, and are curious about the world, this class is for you. You will learn to experience a diverse market setting, build skills in cross cultural communication, and work on individual and group projects.

### **Course requirements**

Prepare for class by reading the assigned works, participating in discussions, and completing the assignments.

### **Required language skills**

The language of instruction is English. Language proficiency on an advanced intermediate level (B2) is a prerequisite for participation. For orientation purposes, you can assess your language skills here (Common European Framework of Reference for Languages (CEFR): <https://rm.coe.int/CoERMPublicCommonSearchServices/DisplayDCTMContent?documentId=090000168045bb52>)

### **Grading**

Participation/Class Discussions 20%  
Field Trip Reflections 20%  
Individual Assignments 30%  
Final Group Presentation (Marketing Plan) 30%

### **Readings**

A digital reader will be provided.

**Course schedule**

<b>Date</b>	<b>Program*</b>
Monday, June 9, 2025	Intro to Sustainable Global Marketing in Berlin – uniqueness of Germany and EU, historical background, cultural diversity, economic variability, and consumer behavior.
Thursday, June 12, 2025	The Roles of Geography and History on Sustainable Marketing – looking at sustainable marketing initiatives across the globe.
Monday, June 16, 2025	Defining Sustainability in Business and Marketing – discussion topics include Corporate Social Responsibility, triple bottom line, 3 Ps (people, planet, profit), and the green wave.  <i>Field trip to The Humboldt Laboratory</i>
Thursday, June 19, 2025	Social and Cultural Environments of Germany – analyzing the impact of informal institutions on marketing.  <i>Field trip to one of Berlin's diverse neighborhoods, such as Kreuzberg</i>
Monday, June 23, 2025	Formal Institutions of Europe – analyzing the impact of formal institutions on marketing
Thursday, June 26, 2025	Segmentation, Targeting and Positioning – STP marketing strategy, mainstream consumer vs. green consumer, stakeholder engagement
Monday, June 30, 2025	Developing Products - Discussion on product-related topics: life cycle assessment, cradle-to-cradle design, packaging reduction, green seals and other certificates.  <i>Field trip to the House of Statistics (Haus der Statistik) or one of Berlin's organic markets</i>
Thursday, July 3, 2025	Standardization and Adaptation Strategies and Pricing – Discussion on customer perception of value, competitive concerns and the cost of sustainability
Monday, July 7, 2025	Integrated Marketing Communication – media choice, “greenwashing”, educating consumers about sustainability efforts

Thursday, July 10, 2025	Marketing Channels, Supply Chain and Retailing – discussion on supply chain management, impact of transportation, „greening“ of mass merchandizers  <i>Field trip to NochMall</i>
Monday, July 14, 2025	Putting it All Together – student presentations
Thursday, July 17, 2025	Putting it All Together – student presentations  <i>FUBiS farewell ceremony</i>

\*Field trips are subject to change depending on the availability of appointments and speakers. On field trip days, class hours may be adjusted.