MKTG 4921
Sustainability and the Circular Economy
Fall 2018
3 Credit Hours

Instructor: Jeff Thieme (Tē’ mē), Associate Professor of Marketing
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Course web page: eLearn/eCourseware
Office: 307 FCAB
Office hours: See course web page

Course Overview
This course focuses on strategic planning that balances ecological, economic, and social performance and achieves circular economy objectives.

Course Prerequisites
MKTG 3010

Required Textbook
Readings and materials will be made available on the course web site.

Teaching Philosophy
My responsibility as a teacher is to construct the mix of delivery and assessment tools that provides students the best opportunity to achieve course objectives.

Course Objectives
Upon successful completion of the course, students will be able to engage in the creation of strategic plans that achieve sustainability and circular economy objectives.

Fogelman College: Learning Outcomes for Your Degree
The Fogelman College has established the following learning goals for all students successfully completing the BBA degree:

- Graduates will be effective communicators.
- Graduates will demonstrate critical thinking skills.
- Graduates will be knowledgeable about ethical factors in the business environment.
- Graduates will be knowledgeable about the global business environment.
- Graduates will be proficient users of business presentation and analysis technology.
**Course Roadmap and Tasks**

This course focuses on critical thinking and higher-level learning objectives which are linked directly to course objectives. We will cover various topics in the first part of the course to lay the groundwork for the course projects. In the second part of the course you will submit projects related to sustainability and the circular economy.

**Grading and Evaluation Criteria**

Final grades will be based on an exam (25%) and project-based assignments (75%).

*Projects:*

Students will work on projects of their choice individually or in teams throughout the semester. Projects will begin with a brief proposal. Each proposal will be negotiated with the professor to determine deliverables and a schedule for completion. Students will deliver presentations and written reports on emerging topics in sustainable marketing/business. Projects will begin with a brief background on the issue that identifies the concepts of sustainability and/or the circular economy that are at play. Students will then discuss their analysis of the implications of the issue on sustainable marketing and/or the circular economy. Depending on the nature of the issue, the project can be structured in various ways. Additional details on the requirements, format, and content of the projects will be provided in class.

**Final Course Grading Scale:**

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<thead>
<tr>
<th>Final Grade</th>
<th>Assigned Grade</th>
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</thead>
<tbody>
<tr>
<td>90-100%</td>
<td>A</td>
</tr>
<tr>
<td>80-89%</td>
<td>B</td>
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<tr>
<td>70-79%</td>
<td>C</td>
</tr>
<tr>
<td>60-69%</td>
<td>D</td>
</tr>
<tr>
<td>0-59%</td>
<td>F</td>
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**Academic Integrity**

*Academic dishonesty will not be tolerated in this course. If you engage in activities that violate the University’s academic dishonesty policies, you will fail the course.*

You are responsible for reviewing the [University’s policies regarding academic dishonesty](#). If you have any questions regarding academic dishonesty throughout the course, please ask me for clarification *prior* to engaging in the questionable activity.

**Email**

All students are required to maintain and access their University of Memphis (@memphis.edu) email account (*Please do not use the email function within eLearn*). You will receive all official course correspondence at this email account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition, etc.) is the student’s responsibility.
**Participation**  
To be successful in this course as a student, you must stay active and involved throughout the entire semester. Students are expected participate in all interactive aspects of the course.

**Syllabus Changes**  
The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes in class and/or via email.

**Student Services**  
Please access the [FCBE Student Services](#) page for information about: Students with Disabilities, Tutoring and other Academic Assistance, Advising Services for Fogelman Students, and Technical Assistance.

**Title IX**  
The University is committed to ensuring equality in education and eliminating any and all acts of sexual misconduct from its campus. Sexual misconduct includes sexual harassment, sexual assault, dating violence, domestic violence and stalking. If you or someone you know has been harassed or assaulted, you can make a report to the Office for Institutional Equity at [oie@memphis.edu](mailto:oie@memphis.edu) or 901.678.2713. Please note that if you make a report to me I am required to report it. If you want to make a confidential report you can contact the University Counseling Center, 214 Wilder Tower, 901.678.2068.