

**ENGLISH – SYLLABUS (SPECIALTY)**

**SUBJECT:**

**ECOLOGICAL BRANDING AND COMMUNICATION - CASE STUDY**

**Studies: Management**

II cycle studies  
Excellence in Management  
Specialty: Modern communication in business

**Faculty: Management**

Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	4	16	12	<b>2</b>

**Course description:**

The study program on Ecological Branding and Communication - Case Study is designed to delve deeply into the strategies and impact of branding that emphasizes environmental sustainability. This interdisciplinary program combines elements of marketing, environmental studies, and consumer psychology to explore how brands communicate their commitment to sustainability and eco-friendliness effectively. Students will explore case studies from various industries, examining successful examples of companies that have effectively integrated ecological values into their branding. Focusing on the logistics sector, the program highlights how companies within this industry communicate their environmental initiatives, engage consumers, and create a positive brand image centered on sustainability. The curriculum aims to analyze the effectiveness of different communication strategies employed by these companies, understanding how messages about environmental responsibility resonate with consumers. Furthermore, students will evaluate the role of logistics in implementing and communicating eco-friendly practices throughout the supply chain, from sourcing materials to product delivery. Through discussions, case analyses, and practical exercises, students will gain insights into consumer perceptions, ethical branding practices, and the impact of ecological branding on consumer behavior and brand loyalty within the logistics sector.

The course is filled in with many case studies and practical examples of ecological branding and communication - case study so it should be interesting for all those students who are eager to deal with sales management issues also after the course.

**COURSE LEARNING OBJECTIVES:**

1. Understanding Ecological Branding: Develop a comprehensive understanding of the principles and strategies behind ecological branding and its impact on consumer behavior.
2. Analyzing Case Studies: Study successful ecological branding case studies, exploring various industries and their approaches to sustainability-driven communication.
3. Evaluating Environmental Practices: Assess and analyze environmental practices adopted by companies and their integration into brand communication strategies.
4. Consumer Perception: Understand consumer perceptions, attitudes, and behaviors towards ecologically branded products/services.
5. Effective Communication Strategies: Explore effective communication techniques and mediums used in ecological branding campaigns.
6. Sustainability Integration: Examine the integration of sustainability into various aspects of branding, from product development to marketing and supply chain.

7. Practical Application: Apply learned theories and strategies through practical case studies and projects focused on ecological branding and communication.

Teaching the functions and role of ecological branding and communication - case study for contemporary market entities, developing skills in solving ecological branding and communication - case study, as well as analysing data (from primary and secondary data). Creating presentations for the reports and written reports on ecological branding and communication - case study. Training of social competences related to collective problem solving and preparing and introducing all stages of ecological branding and communication - case study in contemporary world.

**COURSE EVALUATION:**

**Workshops** – desk research report (written and oral), classes participation and activities, case studies

**Lectures** - final exam will be one-choice questions and open questions. (or TBA during classes)

**The grading scale is as follows:**

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

**Course policies and class rules:**

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

**Teaching Methods:**

Lectures and case studies (multimedia, case study – projects on sales management topics)

**Course overview:**

*The study program on Ecological Branding and Communication - Case Study is designed to delve deeply into the strategies and impact of branding that emphasizes environmental sustainability. This interdisciplinary program combines elements of marketing, environmental studies, and consumer psychology to explore how brands communicate their commitment to sustainability and eco-friendliness effectively. Students will explore case studies from various industries, examining successful examples of companies that have effectively integrated ecological values into their branding. Focusing on the logistics sector, the program highlights how companies within this industry communicate their environmental initiatives, engage consumers, and create a positive brand image centered on sustainability. The curriculum aims to analyze the effectiveness of different communication strategies employed by these companies, understanding how messages*

*about environmental responsibility resonate with consumers. Furthermore, students will evaluate the role of logistics in implementing and communicating eco-friendly practices throughout the supply chain, from sourcing materials to product delivery. Through discussions, case analyses, and practical exercises, students will gain insights into consumer perceptions, ethical branding practices, and the impact of ecological branding on consumer behavior and brand loyalty within the logistics sector.*

**Main topics:**

1. Introduction to Ecological Branding in Logistics
2. Case Studies: Successful Ecological Branding in Logistics Companies
3. Environmental Practices in Logistics and Supply Chain Management
4. Consumer Perception and Behavior towards Sustainable Logistics
5. Communication Strategies for Eco-friendly Logistics Branding
6. Evaluating the Impact of Ecological Branding on Consumer Loyalty
7. Integrating Sustainability into Logistics Operations

**Literature**

**Main texts:**

1. Belz, Frank-Martin & Peattie, Susan - "Sustainability Marketing: A Global Perspective" - Wiley (2017)
2. Pujari, Devashish - "Green Marketing: A Global Perspective" - Macmillan Education UK (2018)
3. Pomeroy, Alan & Johnson, Lester W. - "Sustainable Marketing" - Pearson Australia (2018)

**Additional required reading material:**

1. Dangelico, Rosa Maria & Vocalelli, Domenico - "Green Marketing and Sustainability: A Global Perspective" - Routledge (2018)
2. Saren, Michael - "Marketing Graffiti: The View from the Street" - Routledge (2018)

**Rules of the exams on subject (Assessments)**

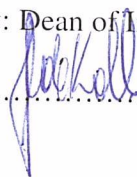
Lectures – Written exam (test and case study)

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature: .....



AKADEMIA GÓRNOŚLĄSKA  
im. Wojciecha Korfańskiego w Katowicach  
ul. Harcerzy Września 1939 nr 3  
40-659 Katowice  
tel. (32) 35 70 643, NIP 954 00 07 281  
[www.akademiagornoslaska.pl](http://www.akademiagornoslaska.pl) (192)