

English with a Focus on Sustainability and Marketing

Engelska med inriktning mot hållbarhet och marknadsföring
5 credits

Single subject course

704G76

Valid from: 2025 Spring semester

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|---|--------------------------------------|-----------------------------------|
| Determined by | Main field of study | |
| Course and Programme Syllabus Board at the Faculty of Arts and Sciences | No main field of study | |
| Date determined | Course level | Progressive specialisation |
| 2023-06-13 | First cycle | G1N |
| Revised by | Disciplinary domain | |
| | Social sciences | |
| Revision date | Subject group | |
| | Other Subjects within Social Science | |
| Offered first time | Offered for the last time | |
| Spring semester 2024 | | |
| Department | Replaced by | |
| Institutionen för kultur och samhälle | | |

Entry requirements

General entry requirements for undergraduate studies
and
English corresponding to the level of English in Swedish upper secondary
education (Engelska 6)
Exemption from Swedish

Intended learning outcomes

After completing the course, the student should be able to:

- Demonstrate the ability to understand, read and write with special emphasis on sustainability and its impact on marketing strategies.
- Develop a vocabulary and actively participate in discussions related to sustainability and ESG.
- Analyse and discuss the impact of SDG and ESG on business decision and marketing.
- Write and present reports that deal with sustainability and marketing.

Course content

The content of this course is Business English Communication in both written and oral form with special emphasis on sustainability. The course will help in exploring and understanding different terminologies used in the field of sustainability and marketing. The course will focus on more complex aspects of greenwashing and its impact on marketing. Social aspects of sustainability with special focus on intercultural perspectives will also be covered in the course.

Teaching and working methods

The course is given completely online. The teaching takes place mainly in the form of lectures, seminars, guest lectures, and presentations.

Examination

The examination consists of:

- Active participation in workshop, grading scale: UG
- Project work with oral presentation and opposition, with written documentation, grading scale: UV

For a Pass grade, a Pass is required on all parts.

For a Pass with distinction, a pass with distinction is also required for the project work with oral presentation and opposition.

Grades

Three-grade scale, U, G, VG