<table>
<thead>
<tr>
<th>Module Name</th>
<th>Module Code</th>
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<tbody>
<tr>
<td>Sustainability Communication and Marketing</td>
<td>MNF-Geogr.-203</td>
</tr>
</tbody>
</table>

**Module Coordinator**

Prof. C. Corves, PhD

**Organizer**

Department of Geography

**Faculty**

Faculty of Mathematics and Natural Sciences

**Examination Office**

Examination Office of the Department of Geography and Geoscience

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>6 ECTS</th>
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<tbody>
<tr>
<td>Evaluation</td>
<td>Graded</td>
</tr>
<tr>
<td>Duration</td>
<td>One semester</td>
</tr>
<tr>
<td>Frequency</td>
<td>Summer</td>
</tr>
<tr>
<td>Workload per ECTS Credit</td>
<td>30 h</td>
</tr>
<tr>
<td>Total Workload</td>
<td>180 h</td>
</tr>
<tr>
<td>Contact Time</td>
<td>52 h</td>
</tr>
<tr>
<td>Independent Study</td>
<td>128 h</td>
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**Teaching Language**

English

**Further Information on the Teaching Language**

**Entry Requirements as Stated in the Examination Regulations**

**Recommended Requirements**

This is an introductory course to sustainability communication and marketing based on a strategic communication approach. Participants should have a keen interest in the operation of nonprofit organisations. The course is team and project based. It is not a course for students who look for easy credit points. It requires your full commitment to the team and the project. No previous academic knowledge is required. Previous work in a nonprofit context is helpful but not essential.

**Module Courses**

<table>
<thead>
<tr>
<th>Course Type</th>
<th>Course Name</th>
<th>Compulsory/Optional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exercise</td>
<td>Sustainability Communication and Marketing</td>
<td>Compulsory</td>
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**Further Information on the Courses**

**Prerequisites for Admission to the Examination(s)**

**Further Requirements for Awarding ECTS Credits**
Examination(s)

<table>
<thead>
<tr>
<th>Examination Name</th>
<th>Type of Examination</th>
<th>Evaluation</th>
<th>Compulsory/Optional</th>
<th>Weighting</th>
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<tbody>
<tr>
<td>Sustainability Communication and Marketing</td>
<td>Project</td>
<td>Graded</td>
<td>Compulsory</td>
<td>100%</td>
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Further Information on the Examination(s)

Short Summary

Course Content

Conceptual level
This course aims at looking at using communications as a tool for social change. As the course is about strategies of campaigning and communications, we will be looking at how different tactics are used in different campaigns, identifying the differences between adequacy and empowerment marketing and also exploring what underlying principles, such as values and framing need to be considered. The course introduces students to use a strategic communication approach when developing a campaign concept. The following issues will be covered: developing a campaign strategy including a communication / marketing plan; understanding the theory of change of a project and based on this identify the campaign, strategy and tactics and link this to target audiences; researching the audience; framing your message; delivering your message; selecting communication channels and tools (including websites, blogs, Facebook, Twitter, e-mail campaigns, mobile phones, text messages); organisational aspects; communication for fundraising.

Project level
The course is project based. Students will work in teams that develop a campaign strategy including a communication and marketing strategy for a nonprofit project or organisation.

Learning Outcome
The aim of this course is to empower students to take a strategic approach when developing a campaign and its communication and marketing strategy for a small nonprofit project or organisation.

By the end of this course students will
- understand key concepts of strategic communication and nonprofit communication and marketing;
- be able to analyze the marketing and communication needs of small nonprofit organizations and projects;
- be able to develop a campaign strategy with an affiliated communication and marketing strategy for a nonprofit project or organisation;
- have an understanding of how to link the communications tool and channels to the selected target audience.

Reading List


<table>
<thead>
<tr>
<th><strong>Additional Information</strong></th>
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<tbody>
<tr>
<td>Contact details of module coordinator:</td>
</tr>
<tr>
<td>Prof. Christoph Corves</td>
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<td>Mail: <a href="mailto:corves@geographie.uni-kiel.de">corves@geographie.uni-kiel.de</a></td>
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