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Sustainable Food and Green Communication: a new perspective

PROF. STEFANIA VITULLI

OVERVIEW

Area: Marketing, Communication and Media

Dates: 11 – 21 July (2 weeks)

Campus: Milan

Course Number: CM / MK 310

Term: Summer School 2017

Credits: 6 ECTS

COURSE DESCRIPTION

Green economy is today one of the pillars of a global corporate vision, but we may easily say that the attention to preserve, protect and communicate environment and its fruits as a value is one of the “gene” of Italy.

The course provides a theoretical part about evolution and state of the art of integrated marketing communication, total business communication and country culture and introduces green marketing and environmental communication with definitions, perspectives and best practices of eco-efficiency, sustainability and greenwashing in all the topics of total business communication, conventional and unconventional, comparing global and glocal strategies by essays readings, case histories analysis, meetings with guest speakers and management tools creation in group projects.

Sustainable food is one of the most important values in sustainable development which is, as a matter of fact, human unique path for development. But sustainable food is also a global opportunity of business and it offers a world of opportunities for promotion and communication to stakeholders.

By essays readings, case histories analysis, meetings with guest speakers and management tools creation in group projects, the course introduces green marketing and environmental communication with definitions, perspectives and best practices of eco-efficiency, sustainability and greenwashing in all the topics of total business communication, conventional and unconventional, comparing global and glocal strategies. The focus will be then on best practices about tradition, innovation and communication of sustainable food, exploring farms, food companies, the agro-food logistics and distribution chain, the restaurant and catering industry, research centres. As Italy has always represented tradition, creativity and innovation in the business of food, “Made in Italy” sustainable food will be one of the most important examples of how balancing growth and sustainability in green marketing and communication.

COURSE CONTENTS

Lesson 1: Corporate, management and business communication – A Gateless Gate. Two schools: IMC and Total Business Communication. Corporate communication: A Story to Tell: focus on storytelling and co-creation of values to stress CSR and green values.

Lesson 2: A short survey on country culture as a key to approach green consumers. Green marketing: global theories, from circular economy to natural capitalism.

Lesson 3: Corporate reputation and sustainability: the Unicredit Case. Guest speaker expected. First focus on



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sustainability as competitive advantage: green marketing approach and definition, green communication activities.

Lesson 4: Second focus on sustainability as competitive advantage: green stakeholders, green consumers. Conscious consumers and sustainable food. How supply chain may improve sustainable food education and lifestyle: "a best practice in a niche", Ecor/NaturaSi, guest speaker expected.

Lesson 5: SUSTAINABLE FOOD COMPANY VISIT expected.

Lesson 6: Theoretical Midterm Exam (1.30 hour) –The Green Marketing Grid I: setting new standards.

Lesson 7: The Green Marketing Grid II: sharing responsibility, supporting innovation. Green and guerrilla: a perfect marketing marriage. Case history: Greenpeace

Lesson 8: Site visit expected

Lesson 9: Greenwashing: drivers, sins and (ab)solutions.

Lesson 10: Final Exam (4 hours)

TEACHING METHODS

Interactive lessons with role playing in case study analysis, essays writing and presentation, and group discussions.

Presentation of case studies by guest speakers

A list of references focused on environmental communication and green marketing will be indicated during the course

GRADING

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|----------------------------------|---------------------|
| Individual and group assignments | 30 % of final grade |
| Class participation | 40 % of final grade |
| Final written exam | 30 % of final grade |

COURSE READINGS AND MATERIALS

The lecturer's slides, readings and essays for exams and assignments will be available on Blackboard.

Individual Assignments - In order to test abilities in public speaking, use of creative tools, content comprehension and research, students will have to work on individual assignments, that will require a classroom presentation or a written paper.

Group Assignments - In order to foster cooperative learning and an in-depth study of a particular topic of interest, students will be responsible for participating in group presentations. Each group will consist of 2/5 students; the final products could be slides, videos, creative tools or strategies. Groups will present to guest speakers of the companies on which the assignments are based and their works will receive a total final grade given from speakers and from the instructor.

Mid-Term test - The mid- term Test will consist of two open questions to test basic knowledge and comprehension of course material and theoretical topics, e.g.: integrated marketing communication; total business communication; country culture; J. Ottman roadmap; short essays about blue economy, natural capitalism, Randers' previsions. The test will take about 90 minutes.



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Final Exam - The final exam will consist of two open questions to test basic knowledge and comprehension of the whole course: theoretical and case histories topics. The first questions will be about one of the theoretical concepts of the whole course. The second one will require to create the guidelines of a sustainable food communication strategy for a brand or a company. The test will take 3 hours.

RULES OF CONDUCT

Exam Date: The exam date cannot be re-scheduled. Unexcused absences will result in a failing grade. In cases of unforeseeable circumstances such as illness or injury on the day of the exams, the student must submit a medical certificate and communicate his/her absence to the Professor and UCSC International Office via email **prior** to the exam. If the student does not justify his/her absence through sufficient documentation and with adequate notice before the final test, the student will receive an automatic Failed.

Important: No reset exams will be allowed unless an unambiguous medical report is presented. Students who will miss the examinations for non-medical reasons will not have the opportunity to rewrite. Medical exemptions will require documentation. Alternative forms of examination can be considered only in exceptional cases, and upon the instructor's directions.

BIO OF THE LECTURER

Stefania Micaela Vitulli is a creative consultant and journalist. She is contract professor for Business Communication at Università Cattolica del Sacro Cuore of Milan, where she teaches also Green Communication and Publishing Communication and is research fellow at LabCom. She is the author of articles and academic papers on green communication and sustainability.

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