



## Marketing, Responsibility and Ethics FÖ0445, 10369.2324

15 Hp

Pace of study = 100%

Education cycle = Advanced

Course leader = Hanna Astner

### Evaluation report

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Evaluation period: 2023-10-24 - 2023-11-13

Answers 14

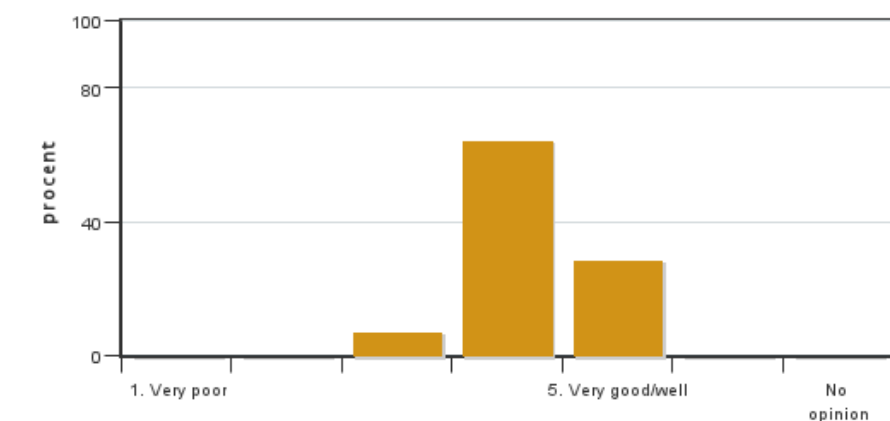
Number of students 17

Answer frequency 82 %

### Mandatory standard questions

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#### 1. My overall impression of the course is:



Answers: 14

Medel: 4,2

Median: 4

1: 0

2: 0

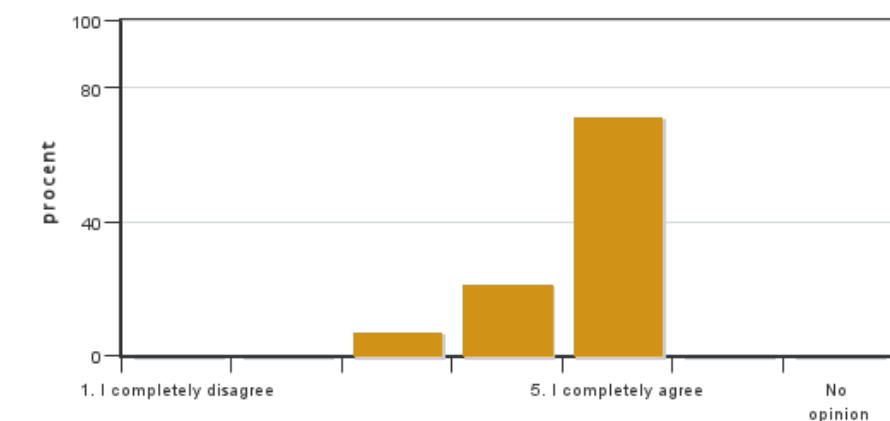
3: 1

4: 9

5: 4

No opinion: 0

#### 2. I found the course content to have clear links to the learning objectives of the course.



Answers: 14

Medel: 4,6

Median: 5

1: 0

2: 0

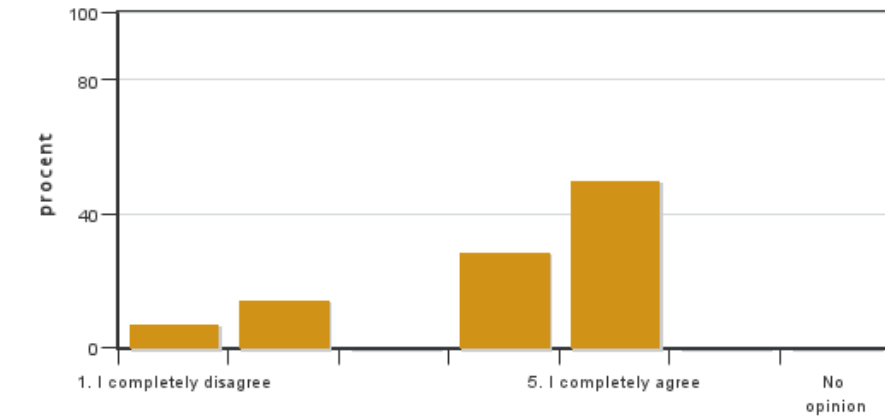
3: 1

4: 3

5: 10

No opinion: 0

**3. My prior knowledge was sufficient for me to benefit from the course.**

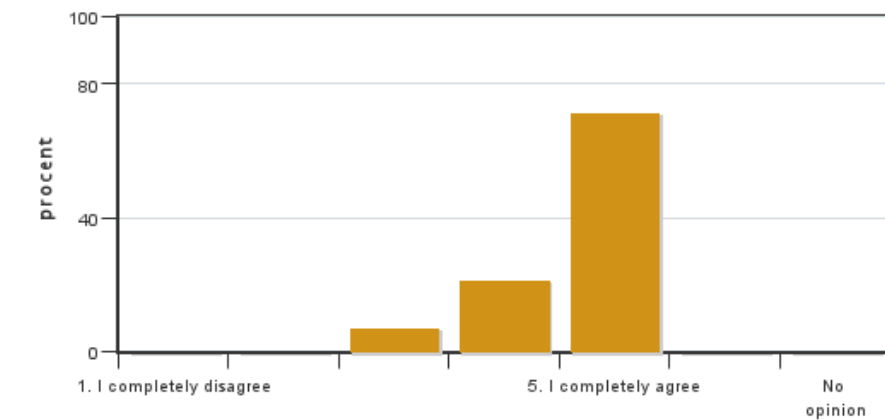


Answers: 14  
 Medel: 4,0  
 Median: 4

1: 1  
 2: 2  
 3: 0  
 4: 4  
 5: 7

No opinion: 0

**4. The information about the course was easily accessible.**

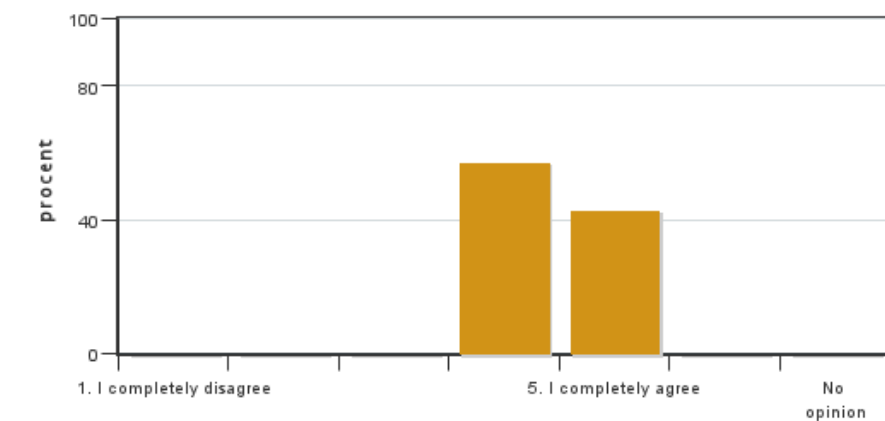


Answers: 14  
 Medel: 4,6  
 Median: 5

1: 0  
 2: 0  
 3: 1  
 4: 3  
 5: 10

No opinion: 0

**5. The various course components (lectures, course literature, exercises etc.) have supported my learning.**

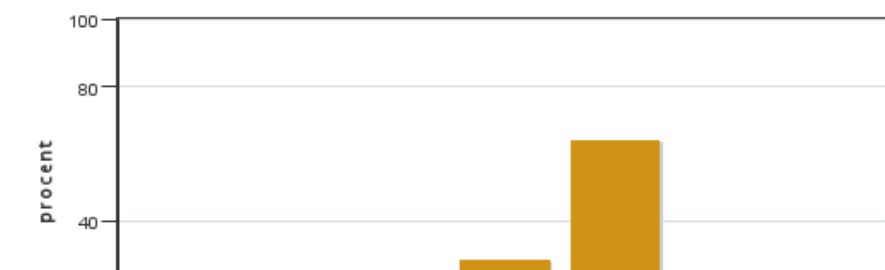


Answers: 14  
 Medel: 4,4  
 Median: 4

1: 0  
 2: 0  
 3: 0  
 4: 8  
 5: 6

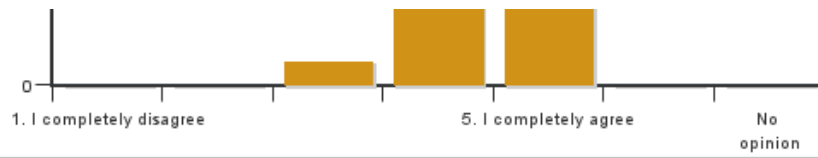
No opinion: 0

**6. The social learning environment has been inclusive, respecting differences of opinion.**



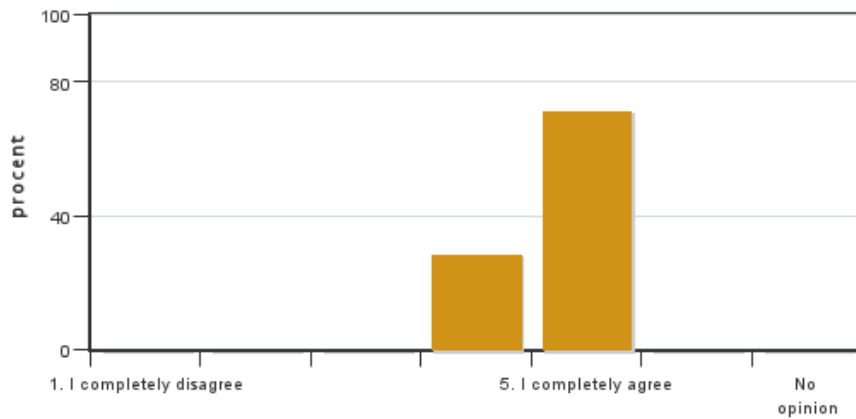
Answers: 14  
 Medel: 4,6  
 Median: 5

1: 0  
 2: 0  
 3: 1  
 4: 4  
 5: 9



No opinion: 0

**7. The physical learning environment (facilities, equipment etc.) has been satisfactory.**



Answers: 14

Medel: 4,7

Median: 5

1: 0

2: 0

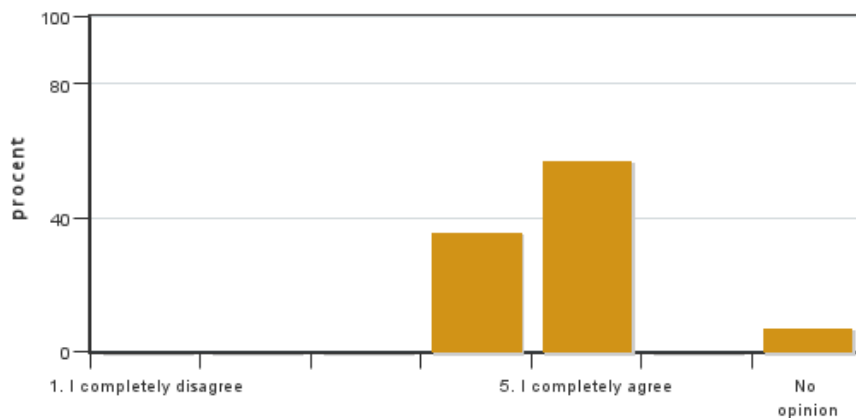
3: 0

4: 4

5: 10

No opinion: 0

**8. The examination(s) provided opportunity to demonstrate what I had learnt during the course (see the learning objectives).**



Answers: 14

Medel: 4,6

Median: 5

1: 0

2: 0

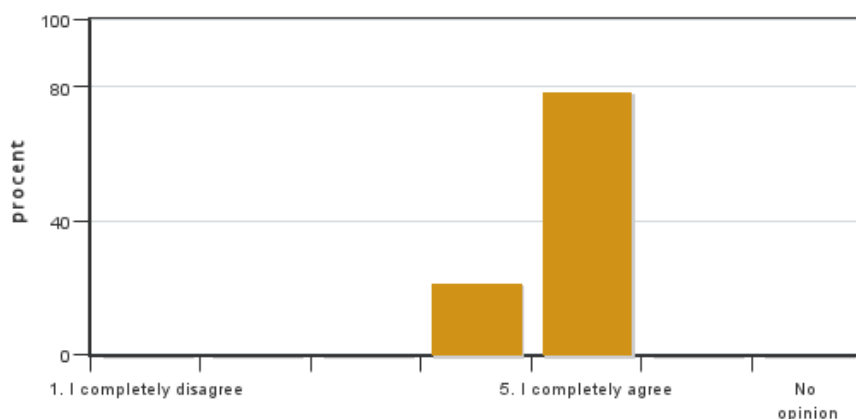
3: 0

4: 5

5: 8

No opinion: 1

**9. The course covered the sustainable development aspect (environmental, social and/or financial sustainability).**



Answers: 14

Medel: 4,8

Median: 5

1: 0

2: 0

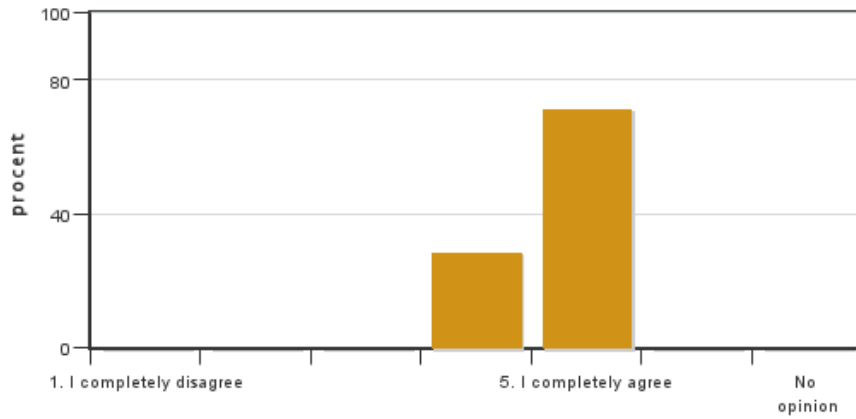
3: 0

4: 3

5: 11

No opinion: 0

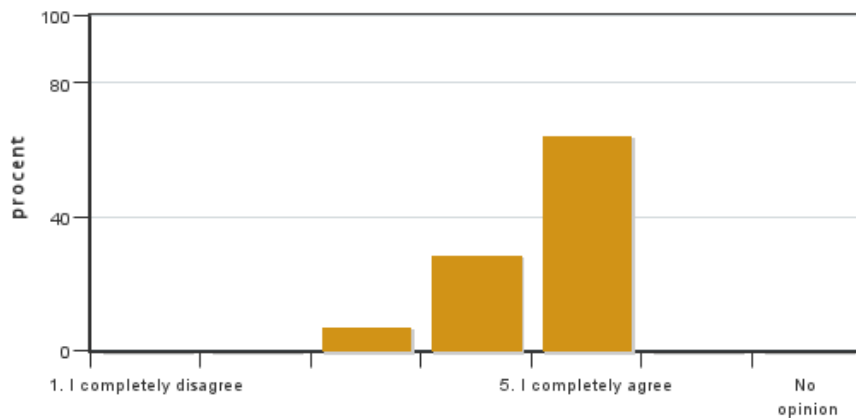
**10. I believe the course has included a gender and equality aspect, regarding content as well as teaching practices (e.g. perspective on the subject, reading list, allocation of speaking time and the use of master suppression techniques).**



Answers: 14  
 Medel: 4,7  
 Median: 5

1: 0  
 2: 0  
 3: 0  
 4: 4  
 5: 10  
 No opinion: 0

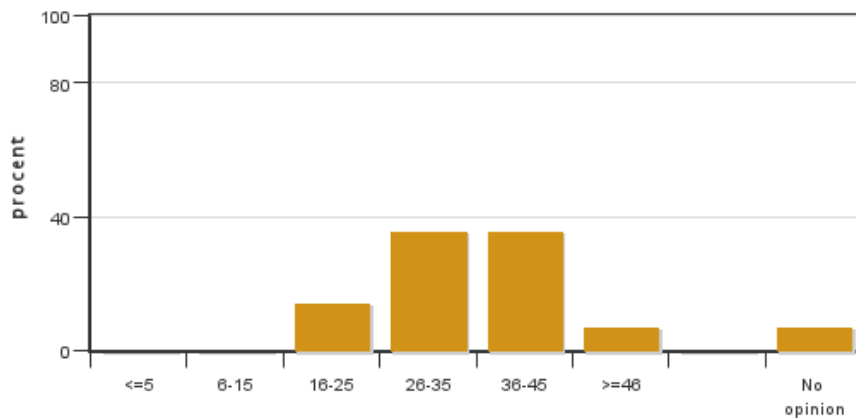
**11. The course covered international perspectives.**



Answers: 14  
 Medel: 4,6  
 Median: 5

1: 0  
 2: 0  
 3: 1  
 4: 4  
 5: 9  
 No opinion: 0

**12. On average, I have spent ... hours/week on the course (including timetabled hours).**



Answers: 14  
 Medel: 33,5  
 Median: 26-35

≤5: 0  
 6-15: 0  
 16-25: 2  
 26-35: 5  
 36-45: 5  
 ≥46: 1  
 No opinion: 1

**Course leaders comments**

The students seem very satisfied with the course, which is gratifying to see. The course has clearly covered the learning objectives, and the information and grading criteria have been communicated effectively. Students greatly appreciated learning about theories on marketing, Ethics, CSR and LCA. The exercises were also well-received, allowing for further exploration of the course material. The emphasis of the course has been on imparting important generic skills to students, with a particular focus on critical writing and reading, engaging in discussions during seminars, and presenting orally to others. Students have actively collaborated in groups, both to practice these generic skills and to get to know each other better. Overall, it has been a rewarding course.

The course "Marketing, Responsibility, and Ethics" has undergone various transformations over the years. Its content has evolved progressively based on student feedback, input from external stakeholders, and the dedication of our teaching team. Now, we are facing another significant change where we need to streamline our course offerings. As

a result, the current course will be replaced by a similar one titled "Sustainable Marketing in the Biobased Sector," where marketing and corporate social responsibility (CSR) naturally coexist. This course has also been highly valued among former students, and we look forward to a seamless transition and an exciting opportunity for future students to continue exploring marketing, responsibility, and ethics within the biobased sector.

We extend our heartfelt thanks to the students of this year and those from previous years for your valuable feedback and your engagement throughout the course. We wish you the best of luck in your future endeavors and hope that the insights and lessons you have developed during the course will prove valuable.

Sincerely,

Hanna

## Student representatives comments

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A very interesting course on the subject of marketing, bringing up a lot of perspectives not usually brought up even for students from other universities. Things highlighted as especially good from the class were for example the ethics part that followed through the whole course. The course was also enhanced by the seminar and different group constellations bringing up discussions and new perspectives. There was also a mutual understanding in class that the overall structure of the course was good with the exam quite early to focus on the project report later on. Things that could be changed are the sections with academic writing, at least the people that had been studying at a Swedish university before felt that they had enough skills to manage a project report instead of putting a lot of time into that, different sections could have been developed. An example is the sustainability reporting section that could have been a bigger. The structure of the exam was good with broad general questions fitting a lot of material from the course giving you a good opportunity to show what you have learned.

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Kontakta support: [support@slu.se](mailto:support@slu.se) - 018-67 6600