

DESIGNING SUSTAINABILITY INTO THE CURRICULUM

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ABSTRACT

RATIONALE

Sustainability is one of the topics *du jour*; and, we suspect many schools are addressing the challenge of including it in their curricula. Students, businesses, and regulators are all clamoring for it. How to do so is a challenge. Strategic options range from single, disparate course, such as "Green Marketing" or "Sustainability in Operations" to fully integrated, focused programs, such as the "green" MBAs at Bainbridge Graduate Institute and Presidio Graduate School. A more tactical challenge is identifying the content and nature of the courses. Is sustainability merely another dimension for positioning the firm; or, are there fundamentally new concepts that must be taught?

PARTICIPANTS

April Atwood is a professor of marketing at the Bainbridge Graduate Institute, where for the past five years she has taught Marketing. She is also an adjunct faculty member at University of Washington, where she has taught various marketing courses, including a "green marketing" elective. She is currently an adjunct professor at Seattle University where she is teaching Marketing and Social Issues and a Sustainable Business Practicum and is a key part of the emerging MBA Specialization in Sustainability.

Chauncey Burke is a professor of marketing at Seattle University and has published several papers

on sustainable business and has served on the Albers School of Business Strategic Taskforce on Integration of Sustainability, where his focus is on integrating resources across the university.

Mark Augustyniewicz and David Leonhardi are adjunct faculty at Seattle University where they have taught Marketing Strategy, New Product Development, and Sustainable Business Concepts. Executives at Boeing, Mark and Dave are active in sustainability efforts in business and currently represent Boeing and other local businesses on the World Business Council for Sustainable Development (WBCSD). They will be sharing the relevance of the WBC's "Vision 2050" report, which they helped to author.

Wendy Wilhelm is a professor of marketing at Western Washington University. She has developed a 400-level elective, Marketing Strategies for Sustainability", that is open to majors from other disciplines (e.g., accounting, environmental studies, industrial design). She has published several articles and given presentations on integrating sustainability into the marketing curriculum.

Carl Obermiller is professor of marketing at Seattle University. He has taught Marketing and Social Issues and has published several papers on sustainable business. He is currently managing the design of a "Specialization in Sustainability" program for the Albers MBA.