Whether it is coping with ‘Peak Oil’, meeting the challenge of climate change, helping farmers in poorer countries through fair trade, or finding ways to keep discarded products out of the landfills, sustainability issues are the biggest challenges facing businesses. The course shows how the complexities of sustainability issues can be integrated into marketing. The systematic, step-by-step approach of sustainability marketing involves: an analysis of socio-ecological priorities to complement conventional consumer and market research; an integration of ethical values into marketing strategy; the development of sustainability marketing strategies; a new consumer-oriented sustainability marketing mix of the ‘4 Cs’ (Customer Solutions, Communications, Customer Cost, Convenience) to replace the outmoded and producer-oriented ‘4 Ps’; and finally an analysis how innovation and marketing can go beyond responding to social change to contribute to a transformation to a more sustainable society. The course is ideally suited to both students and practitioners at many different levels and disciplines, including marketing, innovation, CSR, sustainability and environmental management.