

Educating marketing students for sustainability through inclusion of NGO partners

Katalin Ásványi

Corvinus University of Budapest

Ágnes Zsóka

Corvinus University of Budapest

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Abstract

Knowledge of sustainability issues is an essential requirement for changing attitudes and behaviour. By integrating a sustainable approach into marketing courses and programs, educators can effectively develop sustainability consciousness, a complex construct of knowledge, attitudes, and behaviour. The study aimed to examine the impact of a project-based sustainability course on marketing students' sustainability consciousness. Structured in-depth interviews were conducted with 140 students over 3 semesters and the influence of collaborating NGO partners on attitude change and behaviour intentions were analysed. Findings show that students with volatile initial knowledge and attitudes reported on a deeper, more balanced and holistic knowledge of sustainability issues, positive attitudes, openness and willingness to develop sustainable behaviour. NGO partners exerted a measurable impact on sustainability consciousness, by strengthening either the social or the environmental dimension.

Keywords: *sustainability; consciousness; education*

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