

# ESRM 320: Summer Quarter Term A 2023

## MARKETING AND MANAGEMENT FROM A SUSTAINABILITY PERSPECTIVE

Register for  
ESRM 320



### Course Description

This introduction to business for non-business majors course explores two of the four primary business dimensions, *marketing* and *management*, from a *sustainability* perspective. *Marketing* involves promoting, pricing, and distributing new and existing products aimed at satisfying consumers' needs and wants. *Management* refers to developing, motivating, leading, and managing employees and resources. *Sustainability* refers to meeting the needs and wants of people today without compromising Earth's capacity to provide for future generations.

### Course Details

- 5 credits, SLN 11410, NSc and SSc
- This is a hybrid online course. Students self-pace when they read the required textbook and listen to Dr. Paun's recorded lectures, but there are online exams and online quizzes scheduled on specific dates and times.
- More information and the course syllabus are available on the course website, at <https://canvas.uw.edu/courses/1643546>. There are no in person events.

---

Please contact Dr. Dorothy Paun (dap@uw.edu) with questions.