

Journal of Marketing Education

Special Issue Call for Papers:

Hacking the System: Sustainability and Macromarketing in Marketing Education

Submission Deadline: 15 January, 2021

This special issue of the *Journal of Marketing Education* seeks to motivate and celebrate the infusion of sustainability and macromarketing in marketing education. Situated at the intersection of marketing and society, collective wellbeing issues such as climate change, are underrepresented in marketing education (Weber, 2013). This is the domain of macromarketing: the study of how marketing impacts society, and how the marketing system interacts with social systems and the environment (Hunt & Burnett, 1982; Layton, 2007). These macromarketing issues can invoke controversy and a fearful future for humanity and our planet. However, hope can only manifest if we change our path and consider the environment and people with dignity (Lamberton, 2019). Such changes in thinking are within the remit of marketing education (Kemper, Hall & Ballantine, 2019). It requires *hacking the system* to infuse sustainability, climate change, and societal issues into marketing education. Specifically, such change implores educators and marketers to take into account macro level issues into a traditionally managerialist (micro) subject.

In a business context, sustainability efforts are many times positioned as superfluous work and only encouraged when touting the company bottom line (Springett, 2010). Climate change is considered uncontrollable, abstract, and anti-competitive. These orientations echo in business school curriculum: within traditional marketing programs, sustainability and climate change are typically sidelined or positioned—purposefully or unintentionally—as counter to business interests or as separate courses, which even then may hold ‘weak’ sustainable perspectives (Landrum & Ohsowski, 2017; Springett, 2010; Varey, 2010). Equally, consideration of the vulnerable, bottom of the pyramid consumers, and societal implications tend to be thrown into the broad Corporate Social Responsibility category and addressed through superficial public relations stunts.

Considering the recent environmental-social turn in mainstream marketing academia (see *Journal of Marketing* and *Journal of Consumer Research* special issues) and the most recent report by the International Panel on Climate Change (2018) highlighting the urgent need to take action, we seek to bring together voices and research on how sustainability, climate change, and macromarketing are realized, taught, and infused into the marketing curriculum and positioned among our

students, faculty, and administrators. For this special issue on “*Hacking the System: Sustainability and Macromarketing in Marketing Education*,” we are open to a wide range of manuscripts as exemplified by the following types of papers.

Potential topics for inclusion in the special issue are:

- Pedagogical examples of innovations addressing sustainability and climate change as wicked problems or in a holistic, concrete manner that engage students, faculty and administration, and/or the business community.
- A reorientation to establish sustainability and/or macromarketing as a primary lens for guiding course and/or content development.
- Use and evaluation of experiential learning for macromarketing areas including sustainability, ethics, vulnerability, base of the pyramid protection, or macro-social marketing.
- Educational research projects that collect data from and about students, faculty, and/or administrators.
- Activities and assessment for developing and measuring student paradigmatic views and standing.
- Pedagogical development around creating paradigm changes in thinking for students.
- Consideration of the marketing education system and its dynamic interactions with other systems and stakeholders.

Potential contributors should feel free to contact the co-editors with any questions. All manuscripts will be judged on their scholarly merits and overall ability to advance the marketing and business education literature. Authors should follow the style guidelines found at jmd.sagepub.com with all submissions via the *Journal of Marketing Education* editorial manager on the journal website. The following are the special issue co-editors:

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