



*Ljubljana Summer School*  
*"Take the Best from East & West"*  
*4 – 22 July 2022*

**Shaping Circular Economy and International Marketing**

**Bachelor course (ECTS: 6)**

14.00 – 16.30

**ZALAZNIK Maja**

University of Ljubljana, School of Economics and Business

**GODINA KOŠIR Ladeja & the Circular Change Team**

**Course objectives and learning outcomes:**

**SHAPING CIRCULAR ECONOMY** is a three-week summer programme that includes **expert-led sessions and collaborative team projects** developed by the School of Business and Economics of University of Ljubljana. The course is aimed at undergraduate students as well as professionals at the start of their business or circular economy career.

The programme will equip the students with the skills and knowledge to understand **international business environment, business models and marketing concepts** with the focus on **circular economy** as a systemic, holistic, interdisciplinary approach towards the sustainable international market. In addition to increasing their circular economy knowledge, students will engage with leading circular economy practitioners and expand the professional network.

The main **learning outcomes** of the programme are:

- To understand the complexity of the international business environment with the focus on circular change;
- To learn how to analyze international markets and industries in perspective of competitive, sustainable and purpose driven organization;
- To distinguish between different circular economy business models and understand which work when;
- To understand the specifics of international marketing vis-à-vis domestic marketing, standardization/adaptation;
- To understand how cross-cultural challenges impact international marketing decision in circular economy systems;
- To understand principles of network governance and orchestration of different stakeholders;
- To learn about key international marketing issues based on practical examples and case studies in circular economy.

The programme also aims to develop the competences of:

- team work and networking
- reporting
- critical thinking; analysis/synthesis; problem solving.



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The participating students will develop new business and marketing skills, improve their systemic and holistic thinking as well as leadership skills needed for circular transformation with different stakeholders' inclusion.

#### Prerequisites for attending the course:

Selected readings and cases for the students to get acquainted with the topics are mandatory to read and will be shared with the participants prior the programme starts.

#### Course syllabus/Daily topics:

- International business environment: how is marketing heading towards circular economy?
- What is circular economy? Concepts and findings. Circular principles. 9R leader.
- What is international marketing today? The power of network governance. Opportunities and solutions for international marketing from Circular Change perspectives.
- Learning through cases: marketing mix and strategy; value systems; customers, suppliers, brands.

| PROGRAMME DAY      | ACTIVITY/TOPIC/SESSION  |
|--------------------|---|
| Monday, 4 July     | LSS Welcome session (no lectures)   |
| Tuesday, 5 July    | International business and marketing in a circular economy perspective.   |
| Wednesday, 6 July  | Principles and rules of circular economy. 9r leader.  |
| Thursday, 7 July   | Marketing concepts in sustainable, holistic and responsible driven society. Circular business models.   |
| Friday, 8 July     | Case study discussion and reports.  |
| Monday, 11 July    | Cross cultural challenges in international marketing and circular change. Introduction to value systems.  |
| Tuesday, 12 July   | Project proposals presentations.  |
| Wednesday, 13 July | Marketing strategy: marketing mix in circular perspective. Circular driven brands.  |
| Thursday, 14 July  | Case study discussion and reports.  |
| Monday, 18 July    | Communication challenges in international marketing with the focus on circular change. Introduction of network governance and transition brokers. |
| Tuesday, 19 July   | Presentation of the projects.   |
| Wednesday, 20 July | Presentation of the projects.   |
| Thursday, 21 July  | Final examination.  |
| Friday, 22 July    | Meeting hours with students & LSS Farewell session  |



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#### Course materials/List of readings:

Hollensen; Global Marketing (last editions); materials on Circular Economy

#### Examination methods and evaluation criteria (weighted categories):

#### Structure of the work and grade:

Cases in Teams: 25%

Final Project in Teams: 25%

Final Exam (short written text): 25%

Participation: 25%

#### Grading scale:

| DEFINITION  | %      | LOCAL SCALE | ECTS SCALE | Grade (USA) |
|---|--------|-------------|------------|-------------|
| exceptional knowledge without or with negligible faults | 92-100 | 10          | A          | A+, A, A-   |
| very good knowledge with some minor faults              | 85-91  | 9           | B          | B+, B       |
| good knowledge with certain faults                      | 77-84  | 8           | C          | B           |
| solid knowledge but with several faults                 | 68-76  | 7           | D          | C+, C, C-   |
| knowledge only meets minimal criteria                   | 60-67  | 6           | E          | D+, D       |
| knowledge does not meet minimal criteria                | <60    | 5           | F          |             |

#### Short course leader(s) biography:

#### Maja Zalaznik

Prior to taking up the position of the Minister of Education, Science and Sport (May 2015-September 2018), Dr. Maja Zalaznik (ex Makovec Brenčič) was full professor of international business and Vice-Rector for the area of knowledge transfer at the University of Ljubljana. She had been employed by the Faculty of Economics, University of Ljubljana, since 1993. Before that, she worked for a short period at Industrija usnja Vrhnika (1993). Dr Zalaznik (ex Makovec Brenčič) bibliography comprises over 400 scientific and professional titles. Her scientific research was focused on company internationalisation, relationship marketing, international marketing and connections between marketing, sales and human resources. In June 2013, she was appointed President of the European Marketing Academy (EMAC), the largest European academic organisation in the field of marketing. In 2011, she chaired the EMAC Annual Conference. She was President of the Društvo za marketing Slovenije (Marketing Society of Slovenia) from 2008 to 2014. Dr Zalaznik (ex Makovec Brenčič) imparts her knowledge to internationally active Slovenian companies in various ways (projects and examples, mentoring, expert commissions). She has considerable experience in the field of development and quality-assurance in higher education, internationalisation, and the integration of education and enterprise sector and wider social environment; now she



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is back to FELU, leading the 2 bologna programme of International Business, which gathers international students. She is also very active internationally.

#### Ladeja Godina Košir

Founder and Executive Director of **Circular Change**, Co-Chair of the **European Circular Economy Stakeholder Platform (ECESP)** in Brussels.

MSc Ladeja Godina Košir is an internationally renowned expert for circular economy, speaker, and co-creator of several international circular economy reports, publications and events. She was the finalist of **The Circular Leadership Award 2018** (Davos WEF) and in 2020 featured as **#EUwomen4future** by EU Commission. She is co-author of the first **Roadmap towards the Circular Economy in Slovenia** and creator and team leader of the annual international **Circular Change Conference**. Ladeja has consulted on the **national circular economy roadmapping process and circular hotspots** based on stakeholder engagement for several countries and cities (Serbia, Norway, Israel, Chile, etc.). She is visiting professor at the Doshisha University in Kyoto, as well as the co-leader of the Research Group Circular Economy Systems at the Bertalanffy Center for the Study of Systems Science in Vienna.

Ladeja is recognised as the regional "engine of circular economy transition". She takes a transdisciplinary systemic approach and holistic view as an entrepreneur, communications professional, speaker, moderator, lecturer, mentor and passionate connector. She is empowering a new narrative and circular culture. She bridges the **bioeconomy and the circular economy**; one of the EU projects to which she contributes is **Effective** (Horizon 2020 & BBI JU), a multi-company collaboration to produce more sustainable, bio-based fibres and plastics for large consumer products using renewable feedstocks and innovative technologies. She also chaired the expert group for the **BIOEAST Foresight Exercise for Bioeconomy 2030-2050**. Currently she contributes to the **Erasmus+ IMPACT** project for value-based innovation and **Horizon 2020 project PSLifestyle** for citizen engagement in new sustainable lifestyles. Partnering with Deloitte BiH and UNDP Montenegro she leads the co-creation of the **Roadmap towards circular economy in Montenegro**. She is also the co-author of the **Ljubljana Circular City 2045** strategic document.

Ladeja works with governments, city authorities, companies, NGOs, media and universities, empowering true collaboration to enable circular change. Backed in creative industries she always encourages out of the box thinking and creative approach towards complex problem solving.