

Graduates of the Master’s in Environmental Marketing and Behavioral Economics will be able to:

- + **Draw** on theories in the social sciences to explain how cognitive, emotional, cultural, and social factors impact human decision-making.
- + **Use** various tools and approaches to measure the environmental impact of products and services.
- + **Collect**, analyze, and use consumer behavior data to inform decisions that support sustainable products and services.
- + **Create** branding and marketing communications plans that promote the consumption of sustainable products and services.
- + **Create** and leverage an ESG strategy for an organization.

Professional Skills Core

- PROF 505** Strategic Management of Innovation
- PROF 510** Communication for Environmental Professionals
- PROF 515** Ethical Practice and Policy
- PROF 590** Capstone I
- PROF 690** Capstone II

Environmental Marketing and Behavioral Economics Core

- MKTG 505** Market Research
- MKTG 605** Purpose-Driven Marketing and Brand Management
- PSYC 505** Behavioral Economics: Understanding What Shapes Decision-Making
- SBUS 515** Ecological Economics
- SUST 525** Making the Invisible Visible: The ESG Proposition

Degree Requirements

- 30 credits earned
- 21 credits earned at Unity College
- 3.00 minimum cumulative graduate-level grade point average