



Course and Examination Fact Sheet: Autumn Semester 2020

7,066: Clean Energy Marketing

ECTS credits: 4

Overview examination/s

(binding regulations see below)

Decentral - Oral examination (individual) (60%, 15 mins.)

Examination time: term time

Decentral - Presentation (in groups - all given the same grades) (40%)

Examination time: term time

Attached courses

Timetable -- Language -- Lecturer

[7.066.1.00 Clean Energy Marketing](#) -- Englisch -- [Wüstenhagen Rolf](#)

Course information

Course prerequisites

Open to all students with an interest in energy and climate change. Prior attendance of related classes at the University of St. Gallen or elsewhere is welcome but not mandatory.

Learning objectives

Objective Participants in this course will:

- understand the status-quo and outlook of climate change and the global energy transition.
- assess the relative importance of different drivers of the low-carbon solutions, including economics, policy, investor expectations and customer demand.
- through a live case study with a corporate partner, learn how global sustainability trends can translate to specific market opportunities for clean energy companies.
- get acquainted with specific tools and research methods to design renewable energy marketing and investment strategies.

Course content

Background

Addressing global climate change is both a challenge and an opportunity for business. The transition from non-renewable to renewable sources of energy for electricity generation, transportation and buildings is one of the key levers to a low-carbon future. While more than 80% of global energy needs are still covered with non-renewable fuels like oil and coal today, several countries have embarked on a path towards higher shares of renewable energy. Also, more than 100 global companies have announced targets to move to 100% renewable energy through their RE100 initiative. Many low-carbon solutions like solar panels or electric vehicles have initially been driven by government policies, but progress on the technology learning curve and a desire of consumers to become prosumers have created a situation where meeting customer needs creates competitive advantage for firms.

This course gives students an opportunity to build a comprehensive understanding of the energy transition and its implications for business, including an overview of renewable energy markets, current policy and investment trends, innovation management, consumer behavior and marketing. Students who build competence in these areas are well positioned to take advantage of emerging opportunities in a growing segment of the job market, while making a contribution to the future of society



at the same time.

Course structure

This course will have weekly sessions, starting in the 2nd week of the semester. Oral exams take place in the last week of the semester (Monday/Tuesday).

Course literature

Recommended readings will be announced in the first session of the course on September 21st, 2020 and made available on Canvas. Students are encouraged to familiarize themselves with relevant research publications of the Chair for Management of Renewable Energies at the University of St. Gallen (https://www.alexandria.unisg.ch/publications/Rolf_Wuestenhagen).

Additional course information

In the case of the President's Board having to implement new directives due to the SARS-CoV-2 pandemic in HS20, the course information listed above will be changed as follows:

- The course is conducted online via the platform CANVAS/Zoom.
- The recordings of the course are available until the end of the semester;
- The lecturer informs via email on the changed implementation modalities of the course;
- Course content such as guest lectures will be conducted online;
- In the event of moving to an online platform, we will follow the course content as planned on the original dates.

The examination information listed below would be changed as follows:

- The group presentations are conducted online and are being recorded
- The oral exams are conducted online and are being recorded;

For further information, please contact the teaching assistant: jakob.knauf@unisg.ch

Examination information

Examination sub part/s

1. Examination sub part (1/2)

Examination time and form

Decentral - Oral examination (individual) (60%, 15 mins.)

Examination time: term time

Remark

15 minutes

Examination-aid rule

Extended Closed Book

The use of aids is limited; any additional aids permitted are exhaustively listed under "Supplementary aids". Basically, the following is applicable:

- At such examinations, all the pocket calculators of the Texas Instruments TI-30 series and mono- or bilingual dictionaries



(no subject-specific dictionaries) without hand-written notes are admissible. Any other pocket calculator models and any electronic dictionaries are inadmissible.

- In addition, any type of communication, as well as any electronic devices that can be programmed and are capable of communication such as notebooks, tablets, mobile telephones and others, are inadmissible.
- Students are themselves responsible for the procurement of examination aids.

Supplementary aids

Printed handout of a 5 min. presentation about one of the course-related topics that will be introduced in class approx. one month ahead of the oral exam.

Examination languages

Question language: English

Answer language: English

2. Examination sub part (2/2)

Examination time and form

Decentral - Presentation (in groups - all given the same grades) (40%)

Examination time: term time

Remark

Case-study presentation (mid-term)

Examination-aid rule

Practical examination

No examination-aid rule is necessary for such examination types. The rules and regulations of the University of St. Gallen apply in a subsidiary fashion.

Supplementary aids

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Examination languages

Question language: English

Answer language: English

Examination content

Renewable energy markets, energy transition and firm strategy, climate change, energy policy, energy innovation management, methods to analyze customer value of clean energy, marketing strategies for clean energy, electric vehicles and other low-carbon solutions.

Examination relevant literature

In-class- presentations and case studies; additional literature provided on course platform.



Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW51) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 42 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 34 (Thursday, 20 August 2020);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 42 (Monday, 12 October 2020);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 42 (Monday, 12 October 2020);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the registration period in CW 44 (Thursday, 29 October 2020).