

UGBA192T.2

Brands & Sustainability: **aka The Business Success Trifecta -** **The Imperative for Sustainability,** **Financial & Brand Leadership** TuTh 2:00-3:30pm | 3 units

Click [here](#) to see the Fall 2023 Syllabus
(the 2024 syllabus will be similar)

What students say

"I would definitely recommend both this instructor and course to a fellow student. Professor Hopelain provides a space for all background levels in terms of knowledge of both branding and sustainability to come together and have a really interesting discourse about relevant current events in sustainability and brand leadership."

"I would 100% recommend this instructor and course to a fellow student. I believe that everyone should take this course because it really breaks down the values of businesses and analyzes businesses from all industries. Judy Hopelain does a great job of teaching the course for anyone of any background."

"I would recommend this course to other students because it teaches people of impacts beyond the financial matters we are limited to in prerequisites."

"Yes, I would recommend this course as it is a hands-on case-oriented class that lets you work in different groups. Also, you are exposed to various industries and businesses with guest speakers which provide valuable insight."

Inspiration

Today, business success depends on more than financial results. Sustainability is a business imperative, and employees, customers and communities expect brands to embrace and stand up for values they share. Yet few sustainability leaders are leading brands, and many top global brands are not true sustainability leaders.

This course explores why this is the case, and more importantly, the imperative to address this conundrum.

Teaching Approach

No exams, no quizzes, no memorization!

The focus is on experiential and interaction-based learning through a combination of readings, case discussions and guest speakers and by applying concepts to real-world financial, sustainability and brand challenges.



About me

I'm a career management consultant and was Director of Corporate Strategy at Patagonia in Ventura. Today I advise clients on brand strategy and management and am a continuing lecturer on the Haas faculty.

Click [here](#) for my LinkedIn profile.

Email me at jahopelain@Berkeley.edu if you have questions