



Department of Agriculture, Food and  
Environment, UNICT  
via Santa Sofia 100 Catania

5/05/2025, classroom P, h. 14.00  
6/05/2025, classroom D, h. 14.00

# Territories and sustainable marketing: integrating business, agriculture, and regional planning for a systemic change

## Introduction:

Prof. Teresa Graziano | University of Catania

## Speaker:

Dr. Anna Kurzak Mabrouk | Krakow University of Economics



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The lecture explores **sustainable marketing** through a broader **territorial** and systemic lens, extending beyond firm-level practices to encompass **regional development, agricultural economics, and sustainable planning**.

By integrating **multidisciplinary perspectives**, the lecture highlights how marketing strategies can support sustainability within enterprises and across **entire territories**, enhancing **local economies**, promoting **equitable resource use**, and fostering long-term **ecological resilience**.

Sustainable marketing will be defined within the framework of **systemic sustainability**, emphasising the interplay between **economic, social, and environmental dimensions** at the regional level.

Participants will find out how marketing initiatives can support **sustainable food systems, rural development, and local value chains**, especially within agricultural and territorial contexts. **Case studies** will demonstrate how coordinated marketing efforts—whether in **agri-tourism, place branding, or community-supported agriculture**—can contribute to broader sustainability transitions.

This **multidisciplinary approach** will equip students from various academic backgrounds (including sustainable planning and agricultural economics) with tools to assess and design marketing strategies that generate value not only for **businesses** but also for **communities and ecosystems**.

The lecture will include **real-world examples** and applied exercises to foster **critical thinking** and **collaborative problem-solving**.