



APPLIES TO ACADEMIC YEAR 2012/2013

## **ELE 3740 Green Marketing**

### **Programme**

Elective

### **Responsible for the course**

Arne Nygaard

### **Department**

Department of Marketing

### **Term**

According to study plan

### **ECTS Credits**

7,5

### **Language of instruction**

Norwegian

### **Introduction**

This course provides an overview of the role of green marketing and sustainability in marketing strategy. We use the triple bottom line perspective to cast sustainability as the simultaneous pursuit of financial, social/relational, and environmental performance. The course provides an assessment of current efforts to pursue sustainability with a primary focus on the interaction of the marketing organization with the environment. In the process, we investigate the interaction between consumption and the physical environment. We examine specific marketing tactics employed by firms seeking to maximize triple bottom line performance. We subsequently address consumption processes in the household, industrial, services, and transportation sectors of the economy.

### **Learning outcome**

#### **Knowledge objectives**

The students should understand how planning and implementation of marketing mix decisions affect sustainability and environmental factors related to consumption, production, distribution, promotion etc.

#### **Objectives of skills**

On completion of the course the students should be able to identify green values through methods and analyses. Furthermore, the students should be qualified to implement and communicate green values through marketing strategies. Also, the students should after the course have competence to report sustainability to different stakeholders (owners, employees, management, customers).

#### **Attitudinal objectives**

The students should after the course be well aware of ethical dilemmas associated with green marketing decisions. Furthermore, the students should have a thorough understanding of the long term consistency and conflict between economic, social and environmental performance.

### **Prerequisites**

None specific.

### **Compulsory reading**

#### **Books:**

Dahlstrom, Robert. 2011. Green marketing management. South-Western Cengage Learning. 250 sider

#### **Collection of articles:**

Nygaard, Arne. 2012. Artikkelsamling - Grønn markedsføring. Handelshøyskolen BI

### **Recommended reading**

#### **Course outline**

- An Overview of Green Marketing
- An Overview of Strategic Green Planning
- Course Project
- The Environment and Consumption
- The Environmental Effects on Consumption

- Discovering Value via Market Analysis
- Communicating Value
- Producing Value via Innovation
- Delivering Value via Sustainable Supply Cycle Strategies
- Delivering Value in Retailing
- Declaring Value via Sustainable Pricing Strategies
- Monitoring and Reporting Sustainability Efforts
- The Role of Household Consumption
- Energy Consumption in the Services Sector
- Transportation
- The Role of Industrial Consumption
- Sustainability Reporting Presentations
- Sustainability papers due
- Sustainability Reporting Presentations

#### **Computer-based tools**

There is no use of software packages in this course but SAS jmp may be used in the analyses.

#### **Learning process and workload**

The course consists of 36 hours of class room teaching and group work during one semester.

<b>Activity</b>	<b>Hours</b>
Lectures	36
Preparation for lectures, reading literature	24
Exercises, independently or in groups	100
Independent study	40
<b>Anbefalt tidsbruk totalt</b>	<b>200</b>

#### **Use of hours**

36 hours - Lectures with dialogue and small group cases

9 hours - Coaching seminars in writing a project report

45 hours in total

#### **Examination**

A term paper concludes the course.

The term paper can be written individually or in groups of up to 3 students.

#### **Examination code(s)**

ELE 37401 - Term paper, counts 100% of the grade in ELE 3740 Green Marketing, 7,5 credits.

#### **Examination support materials**

All support materials are allowed.

Examination support materials at written examinations are specified under exam information in our web-based Student Handbook. Please note the use of calculator and dictionary.

<http://www.bi.edu/studenthandbook/examaids>

#### **Re-sit examination**

A re-sit examination is offered following the next ordinary course.

#### **Additional information**