



## **MKT 3112 - Environmental Marketing**

### **Basic Information:**

**Instructor Name:** Dr. Kanika Meshram

**Home Institution:** University of Melbourne

**Instructor Title:** Lecturer

**E- Mail:** kanika.meshram@gmail.com

**Office:** TBA

**Office Hours:** TBA, and by appointment

### **Course Description:**

The course addresses some of the key issues facing the business environmental-ecological destruction and the growing need for sustainability and green products. Society, not the business entrepreneur, is the basic undertaker of all activity. Marketing, as per Bartels (1968) is that activity undertaken by society at large to meet its consumption needs- the producing, distributing, and consuming of products needed for human existence. This course has been designed to equip you with the tools to practically apply Environmental Marketing Principles to a range of current and emerging sustainability challenges.

The course addresses the paradigm that Marketing has a purely commercial role to play in the economy, and highlights how Environmental Marketing differs from other Marketing sub-disciplines such as 'Social Marketing' and 'Cause Related Marketing' by emphasizing the importance of integrating key elements into marketing strategies that are focused on affecting the conservation ethic of communities and its individual members:

By the end of the module, students should be able to answer the following questions: What does it mean for a firm to have a "green product" or good "environmental reputation?" Who are green consumers? How much added value can environmental reputation add to a product? How can firms promote their green products? How important are environmental issues in the global marketplace?

### **Required Course Materials:**

**Textbook:** Environmental Marketing: Strategies, Practice, Theory, and Research

**Edition:** 1<sup>st</sup> Edition, 2013

**Author:** William Winston and Alma T Mintu-Wimsatt

**Publisher:** Taylor and Francis

**ISBN-10:** 1560249277

**Link to e-book purchase address:**

[https://www.amazon.com/Environmental-Marketing-Strategies-Practice-Resources-ebook/dp/B00C7TB45W/ref=mt\\_kindle?\\_encoding=UTF8&me=](https://www.amazon.com/Environmental-Marketing-Strategies-Practice-Resources-ebook/dp/B00C7TB45W/ref=mt_kindle?_encoding=UTF8&me=)

### **Course Hours:**

The course has 16 class sessions in total. Each class session is 150 minutes in length. The course meets from Monday to Friday. Each course has a total of 40 class hours. A reading day for students is on 18<sup>th</sup> Jan, 2019. Final exam will be on 19<sup>th</sup> Jan, 2019.



**Year Level:**

The 3<sup>rd</sup> Level.

**Prerequisite:**

Since this is a foundation unit no prerequisites are required (N/A)

**Course Schedule:**

<b>Week 1</b>						
<b>Session</b>	24 Dec, 2018	25 Dec, 2018	26 Dec, 2018	27 Dec, 2018	28 Dec, 2018	29 Dec, 2018
<b>Day</b>	M	T	W	TH	F	SAT
<b>Topic (s)</b>	Orientation	Course introduction:  -Ecological imperatives and the role of marketing  -Marketing's role in sustainable development, corporate strategies and government intervention	The Eco-Marketing Orientation: An Emerging Business Philosophy	-Environmental Marketing a holistic view  -Environmental Marketing approaches	-Paradigm shift in values to include the environment	Examining conserving consumer. Promoting conservation behaviour
<b>Chapter(s)</b>						
<b>Tutorial</b>			Case study 1	Case study 2	Case study 3	Case study 4
<b>Week 2</b>						
<b>Session</b>	31 Dec, 2018	1 Jan, 2019	2 Jan, 2019	3 Jan, 2019	4 Jan, 2019	5 Jan, 2019
<b>Day</b>	M	T	W	TH	F	SAT
<b>Topic (s)</b>	No Class	No Class	Ecologically concerned consumers and their product purchases.	Understanding attitude change processes and structures for pro-environmental behaviour	Green based innovation and sustainable product management	No Class
<b>Chapter(s)</b>						
<b>Tutorial</b>			Case study 5	Case study 6	Debate group	



<b>Week 3</b>						
<b>Session</b>	7 Jan, 2019	8 Jan, 2019	9 Jan, 2019	10 Jan, 2019	11 Jan, 2019	12 Jan, 2019
<b>Day</b>	M	T	W	TH	F	SAT
<b>Topic (s)</b>	Debate	A Classification Schema for Environmental Advertising Claims	A Typology of Reverse Channel Systems for Post-Consumer Recyclables	Behaviors of Environmentally Concerned Firms -In Search of Market Segments for Green Products	No Class	No Class
<b>Chapter(s)</b>						
<b>Tutorial</b>		Case study 7	Case study 8	Case study 9		
<b>Week 4</b>						
<b>Session</b>	14 Jan, 2019	15 Jan, 2019	16 Jan, 2019	17 Jan, 2019	18 Jan, 2019	19 Jan, 2019
<b>Day</b>	M	T	W	TH	F	SAT
<b>Topic (s)</b>	-Green Marketing and Selling Brotherhood -Future of environmental marketing	Group project presentation	Group project presentation	<b>Reading Day</b>	<b>Reading Day</b>	<b>FINAL EXAM</b>
<b>Chapter(s)</b>						
<b>Tutorial</b>		Group report submission	Group report submission	Exam Preparation	Exam Preparation	

**Evaluation:**

This class is designed to be interactive. In other words, your opinion will be requested in class - please be prepared to participate. Class discussion is essential to you successfully completing this course as it provides an opportunity for me to provide you with feedback and creates a platform to discuss key components of the course in depth. To effectively participate in class please read the material provided prior to each session.

**Grading Policies:**

<b>Part</b>	<b>Percentage</b>	<b>Points</b>
Attendance	5%	5
Case study participation in class	15%	15
Group assignment (20 marks report + 10 marks presentation)	30%	30
Debate	20%	20
Final exam	30%	30
<b>Course Total</b>	<b>100%</b>	<b>100 Points</b>



**As per school's policy, final grades will be determined on the following scale:**

Letter Grade	Grade Points
High Distinction	85-100
Distinction	75-84
Credit	65-74
Pass	50-64
Fail	0-49

**Attendance Policy**

Students are expected to attend all lectures, to be there on time, to come fully prepared, to be engaged, to be respectful, and to stay there until dismissed.

- ✓ Arrive on time: If you are late, enter without disrupting the learning environment of the class and be sure to allow enough travel time between classes so that you are not routinely late.
- ✓ Come prepared to learn: Before coming to class, read the chapter to be covered that day and prepare questions to ask in class.
- ✓ Be engaged: All students are expected to participate in class activities and discussion.
- ✓ Be respectful: Refrain from the following: arguing about controversial topics or grades, talking or texting during class, loud debate, swearing, back-talking, misusing laptops/tablets, phones ringing or vibrating, leaving class early, eating in class, gathering up material before class is dismissed, sleeping in class, tardiness, threatening or harassing students or professors.

**Communication Policy**

- ✓ Announcements, assignments, and changes to the course may be delivered verbally in the classroom or may be delivered through emails. Students are responsible for all university communication.
- ✓ Keep the instructor informed – If you are having difficulty understanding the instructor, hearing the instructor, keeping up, studying, focusing, etc., please seek for help from the instructor.
- ✓ Personal electronic devices (laptop computers, phones, hand-held devices, etc.) should be silenced prior to the beginning of each class meeting. Classrooms should have a learning environment at all times.
- ✓ No personal conversations are allowed during lecture and talking in class while the instructor is teaching is strictly prohibited. If the student does not obey these rules and is disruptive to other students, they might be asked to leave.
- ✓ Be responsible – know if you are ready for a test – determine when you need outside help – be responsible for knowing where you stand in the class at all times.
- ✓ Be assertive – speak up and seek clarification when you do not understand something.
- ✓ Be polite – if you question something that the instructor has said or something s/he has graded, kindly ask him/her to re-check it.

**Exam Policy**

Exam attendance is critical and required at the schedule time and day. If you have a last minute emergency, you will need to provide appropriate documentation. Make-up exam must be re-scheduled within 24 hours of the missed exam date or no credit is given. Advance holiday plans or airline reservations are not acceptable reasons for re-scheduling the planned exam date.



### **Academic Integrity**

School demands the highest standards of conduct from students, faculty and staff. All students are expected to be the highest character and to behave honestly in their learning and in their behavior outside the classroom. Students are responsible for knowing and understanding these standards; misunderstanding of the appropriate academic conduct will not be accepted as an excuse for academic dishonesty. If a student is in doubt about appropriate academic conduct in a particular situation, he or she should consult with the instructor of the course and the program director.

Academic dishonesty or cheating includes acts of plagiarism, forgery, fabrication or misrepresentation, such as the following:

- ✓ claiming the work or thoughts of others as your own
- ✓ copying the writing of others into your written work without appropriate attribution
- ✓ writing papers for other students or allowing them to submit your work as their own
- ✓ buying papers and turning them in as your own
- ✓ having someone else write or create all or part of the content of your assignments
- ✓ submitting the same paper for more than one study or class without explicit permission from the faculty members

Students who falsify or present falsified documents may be dismissed. Prospective students who are discovered to have presented falsified admission documents prior to admission shall be denied admission to the program. Should it be discovered after admission that a student had presented falsified documents for admission, such admission may be annulled and the record of academic achievement removed from the academic record, with appropriate notations. Such annulments or denials may be reviewed after one year.

Course work (a quiz, assignment, report, mid-term examination, research paper, etc.) in which a student has been dishonest generally will receive zero points towards the grade in fulfillment of a course requirement, and/or the student may receive a failing grade for the course. The professor of the course determines the appropriate consequence.

When a student cheats in a major or final assignment such as a comprehensive examination or presents plagiarized material in a major or final assignment, that student shall receive an F in that particular subject. Student cheats on more than two exams shall be dismissed from School.

### **Grades**

Grades are considered final when they are submitted to Academic Services. Students should ask their instructors for explanations of their grades if they believe errors were made. Students could consider filing an appeal to the Academic Committee and ask for judgment if they believe they were treated unfairly. Though students are entitled to an explanation of their grades, they should be careful not to harass instructors. Repeatedly calling an instructor about a grade or a few points on an exam or telling an instructor that a certain grade is needed could be considered harassment.