



MKT 312 - Environmental Marketing

Basic Information:

Instructor Name	TBA
Home Institution	
Instructor Title	
E- Mail	
Home Office Phone Number	
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	Edition	Author	Publisher	ISBN-10
Environmental Marketing: Strategies, Practice, Theory, and Research	1 st Edition, 2013	William Winston and Alma T Mintu-Wimsatt	Taylor and Francis	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=





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 25th Jan, 2019. Final exam will be on 26th Jan, 2019.

Year Level:

The 3rd year.

Prerequisite:

(List if there is any; List "None" if the course has no prerequisite)

Course Schedule:

Week	Session	Day	Topic (s)	Chapter(s)	Homework
Week 1	2 Jan, 2019	W	Orientation		
	3 Jan, 2019	TH	Course introduction		
	4 Jan, 2019	F	The Eco-Marketing Orientation: An Emerging Business Philosophy		Case study 1
	5 Jan, 2019	SAT	-Environmental Marketing a holistic view -Environmental Marketing approaches		Case study 2
Week 2	7 Jan, 2019	M	-Paradigm shift in values to include the environment		Case study 3
	8 Jan, 2019	T	Examining conserving consumer. Promoting conservation behaviour		Case study 4
	9 Jan, 2019	W	Ecologically concerned consumers and their product purchases.		Case study 5
	10 Jan, 2019	TH	Understanding attitude change processes and structures for pro-environmental behaviour		Case study 6
	11 Jan, 2019	F	Green based innovation and sustainable product management		Debate group
Week 3	14 Jan, 2019	M	Debate		
	15 Jan, 2019	T	A Classification Schema for Environmental Advertising Claims		Case study 7
	16 Jan, 2019	W	A Typology of Reverse Channel Systems for Post-Consumer Recyclables		Case study 8
	17 Jan, 2019	TH	Behaviors of Environmentally Concerned Firms -In Search of Market Segments for Green Products		Case study 9
Week4	21 Jan, 2019	M	-Green Marketing and Selling Brotherhood -Future of environmental marketing		
	22 Jan, 2019	T	Group project presentation		Group report submission





23 Jan, 2019	W	Group project presentation		Group report submission
24 Jan, 2019	TH	Revision		Exam Preparation
25 Jan, 2019	F	Reading Day		Exam Preparation
26 Jan, 2019	SAT	FINAL EXAM		

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:

Part	Percentage	Points
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
Course Total	100%	100 Points

Grade Distribution:

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

Academic Integrity

SCP expects honesty from students in presenting all of their academic work. Students are responsible for knowing and observing accepted principles of scholarly research and writing in all academic work.

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





General Principles

SCP is committed to principles of trust, accountability, clear expectations and consequences. It is also committed to redemptive efforts, which are meaningful only in light of these principles. Students will be granted due process and the opportunity for an appeal.

Academic dishonesty offenses generally are subject to incremental disciplinary actions. Some first offenses, however, receive severe penalties, including dismissal from the program.

General Disciplinary

The following is a non-comprehensive list of possible actions apart from dismissal from the program: warning from a professor, program director; a lower or failing grade on an assignment, test or course; suspension or dismissal from the course; suspension or dismissal from the program.

Disciplinary Actions for Specific Offenses

Some academic dishonesty offenses call for specific disciplinary actions. The following have been identified:

Falsification of documents:

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.

Dishonesty in course requirements:

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.

Final assignment:

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 SCP.

