



**School of Business
Value Added Course**

Course Title: Green Marketing

Category of Course	Course Code	Credit	Contact Hours	Internal		External	
				Class Participation	Practical	Theory	Practical
VAC	VASGM105	2	30	100%	-	-	-

Course Outcomes (COs)

1. Explain green marketing and its importance to the environment from the perspective of consumers and businesses
2. Describe the current state of the environment resulting from the past and present practices of the human consumption.
3. Understand the opportunities, challenges, and issues in designing and implementing green marketing strategies.
4. Demonstrate evidence of emerging green consumer segments and how marketers are addressing those needs.

Syllabus:

Module	Contents*	No of Sessions	Weightage
1	Fundamentals of Green Marketing: <ul style="list-style-type: none"> • Meaning & Concept & Evolution of Green Marketing, • Types of Green Marketing, • Difference in between Marketing & Green Marketing, • Green Product - Green Marketing • Importance of Green Marketing - Importance of green marketing - Benefits of Green • MarketingAdoption of Green Marketing-Green Marketing Mix – Strategies to Green Marketing. 	14	46%
2	Segmentation of Green Marketing: <ul style="list-style-type: none"> • Green Spinning – • Green Selling – • Green Harvesting – • Enviropreneur Marketing - Compliance Marketing – Green Washing – Climate • Performance Leadership Index Promotional Channels of Green Marketing. 	8	27%
3	Green Marketing Policies: <ul style="list-style-type: none"> • Introduction to Green Marketing Policy & Process, • Green Firms – HCL’s Green Management Policy – IBM’s Green Solutions – IndusInd • Bank’s Solar Powered ATMs – • ITCs Paperkraft – • Maruti’s Green Supply Chain – • ONCGs Mokshada Green Crematorium – • Reva’s Electric Car – • Samsung’s Eco-friendly handsets- • Wipro Infotech’s Eco-friendly computer peripherals. 	8	27%

Note:

1. Activities and content topics may vary according to the feasibility of technical, environmental and physical conditions.

Evaluation		
1	Class Participation	100% (Internal Assessment)

Reference Books:

Sr. No .	Author/s	Name of the Book	Publisher	Edition
1	s, Esakki and Thangasamy	Green Marketing and Environmental Responsibility in Modern Corporations	IGI Global	Latest Edition
2	Jacquelyn A. Ottman	Green Marketing: Challenges and Opportunities for the New Marketing Age	NTC Business Books	Latest Edition