

61758 - Environmental Marketing

Syllabus Information

Academic Year: 2019/20

Subject: 61758 - Environmental Marketing

Faculty / School: 109 -

Degree: 555 - Master's in Management, Strategy and Marketing

ECTS: 3.0

Year: 1

Semester: Second semester

Subject Type: Optional

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The learning process designed for this course is based on the combination of theory and practice. The former focuses on lectures, whose aim is to convey the fundamental theoretical concepts. These sessions should be participatory, promoting discussion and suggesting solutions to the issues raised. The latter has to do with the autonomous work of students, who must go deeper into the topics discussed in class, completing their training through the presentation and discussion of scientific papers.

4.2.Learning tasks

The course includes the following learning tasks:

- Lectures and content discussion (15 hours; 100% attendance)
- Academic readings and their practical applications (20 hours, 50% attendance)
- Presentation and defense of assignments (40 hours, 12.5% attendance)

4.3.Syllabus

The course will address the following topics:

Topic 1. The Company, CSR and the natural environment

- Topic 2. The environmental marketing antecedents
- Topic 3. The environmental marketing consequences
- Topic 4. Key resources and capabilities in environmental marketing
- Topic 5. The ecological consumer

4.4.Course planning and calendar

This course has 3 ECTS. The distribution of the sessions is proposed as follows:

1 session: presentation and introduction of the course (2 hours)

14 theory and practice sessions (28 hours)

Autonomous work: Students are expected to spend time outside of class to review the contents and prepare the recommended readings. It is estimated that the total of time for developing the different activities and attending sessions is nearly 75 hours.

The delivery and presentation activities dates will be organized depending on the number of students enrolled in the course.

4.5.Bibliography and recommended resources

http://biblos.unizar.es/br/br_citas.php?codigo=61758&year=2019