

Academic Year/course: 2021/22

## 61758 - Environmental Marketing

### Syllabus Information

**Academic Year:** 2021/22

**Subject:** 61758 - Marketing medioambiental

**Faculty / School:** 109 - Facultad de Economía y Empresa

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

**ECTS:** 3.0

**Year:** 1

**Semester:** Second semester

**Subject Type:** Optional

**Module:**

### 1. General information

### 2. Learning goals

### 3. Assessment (1st and 2nd call)

### 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)

**Note:** It is expected that classes will take place at the Faculty (offline). However, classes would take place semi-on-site or online if it were necessary due to safety reasons.

#### 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=2021](http://biblos.unizar.es/br/br_citas.php?codigo=61758&year=2021)