

61758 - Environmental Marketing

Syllabus Information

Academic year: 2023/24

Subject: 61758 - Environmental Marketing

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

The main objective of this subject is to teach how empirical research lines on environmental marketing are developed. There is interest in knowing the negative effects that business activity can have on society in general, and on the environment in particular. This subject delves into the main background or pressure factors that push the company to incorporate the ecological factor into its strategic planning, and also in the main consequences, in terms of organizational results, that derive from its implementation.

This subject contributes to the following Sustainable Development Goals (SDGs) (<https://www.un.org/sustainabledevelopment/es>): Goal 12: Responsible Production and Consumption; Goal 13: Climate Action; and goal 17: Partnership to Achieve the Goals.

2. Learning results

Upon completion of the subject, the student will be able to:

- Understand the company-environment relationship and the influence of the latter on the company's strategic planning.
- Identify the different phases of environmental marketing in the company.
- Know and understand the reasons that lead companies to integrate the environmental factor in the planning of their marketing strategies.
- Know how to anticipate the possible competitive opportunities associated with the decision to integrate the environmental factor into the business strategy.
- Identify and understand the necessary resources and capabilities for the correct development of environmentally proactive strategies in the marketing area.
- Know the profile of the environmentally friendly consumer.

3. Syllabus

1.- The company, CSR and the environment

- Embryonic context of environmental relevance
- Political, social, economic and business areas

2.- Antecedent factors of environmental marketing

- Environmental Marketing (EM) in the company: definition and scope
- Previous theoretical models: background

3.- Consequences of environmental marketing on organizational performance

- Literature on the main consequences of EM strategies
- Influence of EM strategies on economic-financial, operational and commercial results.

4.- Key resources and capabilities for environmental marketing

- Motivation for the study and contribution
- Influence of some organizational capabilities on proactive environmental strategy (PEE) and firm competitiveness.

5.- The ecological consumer

- The socially responsible consumer
- Responsible consumption - conscious consumer

4. Academic activities

The load assigned to the subject is 3 ECTS. The distribution of the sessions is as follows:

- 1 session of presentation and introduction to the subject: 2 hours
- 14 theoretical-practical sessions: 28 hours

Students are expected to invest time outside class time to prepare for scheduled activities. The total time for the completion of these activities, together with class attendance, is estimated to be approximately 75 hours.

The scheduling of the dates of participation, delivery of activities and presentations will be made at the beginning of the classes, once the number of students enrolled in the subject is known.

5. Assessment system

In the **FIRST CALL**, there are two possible assessment systems:

1. Continuous assessment through the completion of the following activities:

A1) Active participation of students in the different activities proposed (max. 1.5 points, minimum required: 1 point).

A2) At the end of each chapter, an online search of the latest papers in that line published in high impact journals will be conducted. (1.5 points, minimum required: 1 point).

A3) Detailed critical commentary/summary and presentation of one or two key readings within one of the topics developed in the theoretical classes. (max. 3 points, minimum: 1.5 points).

A4) Development and presentation of a work analysing the environmental impact of an organization's activity and the sustainable marketing initiatives implemented by it. The critical spirit of the work and the oral defence of the same will be assessed (max. 4 points, minimum required: 2 points).

2. Students who do not opt for continuous assessment or have not passed the subject by this method will be entitled to a **global test** through a final exam on all the theoretical and practical contents studied. (10 points).

In the **SECOND CALL**, the assessment will be carried out by means of a global test of the same characteristics as the one mentioned above.

The **assessment criteria** will be detailed at the beginning of each activity.