

COURSE DETAIL

GREEN MARKETING

Country

Italy

Host Institution

University of Commerce Luigi Bocconi

Program(s)

Bocconi University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

174

UCEAP Course Suffix**UCEAP Official Title**

GREEN MARKETING

UCEAP Transcript Title

GREEN MARKETING

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course illustrates marketing sustainability models and contributions, describes new relationships that marketing needs to support emerging sustainable business models, and depicts and discusses fundamental variables of the marketing process that allow students to define an operating green marketing strategy. The present scenario shows the advent of a new paradigm at a global level, encompassing customers, markets and companies and based on the concept of “Green Economy.” As a consequence, all managers are faced with new challenges: to fully understand the new paradigm’s rules on the one hand, to infer which might be the new paradigm’s impact in terms of managerial implications and market strategy, on the other hand. The green marketing course’s specific goals are to: single out the most relevant green economy theories and practices, having a deep impact on customer choices and companies’ marketing strategies, such as, for instance, the Cradle-to Cradle approach; develop knowledge as to green products and services’ “go to market,” in particular by identifying which are the key value-drivers generating “green demand;” analyze the green marketing’s key drives for growth and key drives for value; review “Marketing Fundamentals” (STP, 4Ps, etc.) under the new “green perspective,” in order to make participants able to define a Green STP and a Green 4Ps; single out and analyze the most important, innovative Green Business Models along with their peculiar Marketing-mix; investigate green marketing strategies in selected contexts (B2B,B2C,B2G) and industries (e.g. automotive, retail and e-commerce, building, city planning, food and beverages, "controversial industries"...); and explain how to build up a resilient and successful eco-system, able to deliver a relevant added value to green stakeholders. It is recommended to have attended a course on basic marketing. The knowledge of the pillars of marketing as a discipline is expected.

Language(s) of Instruction

English

Host Institution Course Number

30439

Host Institution Course Title

GREEN MARKETING

Host Institution Campus

Bocconi University

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Marketing

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