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 Course Details
https://didattica.unibocconi.it/ts/tsn_anteprima.php?cod_ins=30439&anno=2023&Id...

Host Institution Campus
Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed
2022-2023

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