COURSE DETAIL

GREEN MARKETING
Country Taiwan
Host Institution National Taiwan University
Program(s) National Taiwan University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 120
UCEAP Course Suffix
UCEAP Official Title GREEN MARKETING
UCEAP Transcript Title GREEN MARKETING
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

This course is a theoretical and practical introduction to Green Marketing, a concept that describes the marketing of products, production methods, or business practices that are environmentally benign or otherwise sustainable.

The course covers the following subtopics and associated themes of Green Marketing:
1) Background on sustainability and the 17 UN Sustainable Development Goals (SDGs)
2) The three dimensions of sustainability and their connections to business
3) Specific marketing techniques
4) Best & worst practices
5) Greenwashing
6) Measurement & accountability
7) Other smaller, related concepts and topics

Aside from teaching concrete and specific techniques and communication tools, the course aims to serve as a holistic introduction to sustainable business practices and the communication thereof.

Language(s) of Instruction
English

Host Institution Course Number
MGT5006,MGT5009

Host Institution Course Title
GREEN MARKETING

Host Institution Course Details
https://nol.ntu.edu.tw/nol/coursesearch/print_table.php?course_id=700%20U0050&c...

Host Institution Campus

Host Institution Faculty
College of Management

Host Institution Degree

Host Institution Department
Accounting

Course Last Reviewed
2023-2024

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