

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

Host Institution Course Title

GREEN MARKETING

Host Institution Campus

Host Institution Faculty

College of Management

Host Institution Degree

Host Institution Department

Accounting

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