

# 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 Course Details

[https://nol.ntu.edu.tw/nol/coursesearch/print\\_table.php?course\\_id=700%20U0050&c...](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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