

61758 - Environmental Marketing

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	555 - Master's in Management, Strategy and Marketing
ECTS	3.0
Course	1
Period	Second semester
Subject Type	Optional
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

This subject learning process is mainly based on two complementary and combined axes. The former focuses on teacher lectures, whose aim is to convey the fundamental theoretical concepts. These lessons should be participatory, promoting discussion and suggesting solutions to the issues raised. And, the latter has to be with the self-study of students, who must go deeper into the topics discussed, completing their training through the presentation and discussion of scientific papers.

5.2.Learning activities

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The program offered to students to assist in achieving the expected results includes following activities...

- Classroom and content discussion (15 hours; 100% attendance)
- Realization of academic lectures and practical applications (20 hours, 50% attendance)
- Presentation and defense of work (40 hours, attendance 12.5%)

5.3.Program

- 1.- The Company, CSR and the natural environment
- 2.- The environmental marketing antecedents
- 3.- The environmental marketing consequences
- 4.- Resources and capabilities key in environmental marketing
- 5.- The ecological consumer

5.4.Planning and scheduling

This course has 3 ECTS. The distribution of the sessions is proposed as follows:

- 1 presentation and introduction to the subject session (2 hours)
- 14 theoretical and practical sessions (28 hours)

Students are expected to spend time outside of class to review the stuff and prepare the recommended readings. It is estimated that the total of time for developing the different activities and attending lessons is nearly 75 hours.

The delivery and presentation activities dates will be fixed depending on the number of students enrolled in the course.

5.5.Bibliography and recommended resources