

AMEM08 GREEN MARKETING

UNIT-1 INTRODUCTION, CONTEXT AND CONCEPT OF GREEN MARKETING

- 1.1 In this module we will approach the context that gives rise to green marketing, identifying the environmental reality, the basic concepts related to the subject, the effects of business activity on the environment, as well as reaching the vision and concept of green marketing.
- 1.2 At the end of this module you will be able to: define 3 facts, characteristics or aspects that justify the existence of green marketing as a field of study;
- 1.3 Compare the three business approaches that have linked the environmental issue to business management; and summarize the vision and concept of green marketing in its own definition.

UNIT-2 GREEN STRATEGIC PLANNING

- 2.1 In this module we will address particular aspects of strategic planning for greener products and services, understanding how the green issue generates competitive advantages,
- 2.2 The difference between tactics and strategy, and the necessary stages for the green marketing planning process.
- 2.3 At the end of this module, you will be able to: identify the differences between tactics and strategy when planning focused on the green issue;
- 2.4 Describe how the green theme can be a generator of competitive advantages for companies; and describe the steps necessary to carry out a strategic planning process that links the environmental issue.

UNIT-3 CONSUMPTION AND GREEN CONSUMER

- 3.1 In this module we will address the relationship between consumption and environmental issues, as well as the role of the consumer and their purchasing decision process for greener products and services.
- 3.2 We will link the role of companies in green consumption and the concept of sustainable or responsible consumption.
- 3.3 At the end of this module, you will be able to: describe three relationships between human consumption and environmental problems;
- 3.4 Describe the relationship between business management and green consumption; identify the stages involved in the decision process to purchase and consume products / services with green attributes; and summarize the concept of sustainable consumption in its own definition.

UNIT-4 EXPLORING GREEN VALUE

- 4.1 In this module we will explore where the green value is that companies can link to their strategies, based on market analysis and segmentation, targeting and positioning processes.
- 4.2 At the end of this module you will be able to: understand the meaning and importance of exploring where there are green value generation opportunities before starting any creation, delivery and communication strategy.
- 4.3 Compare the three process strategies: segmentation, targeting and positioning and define three segmentation variables that are taken into account when you want to define a target market for greener products / services.

UNIT-5 DELIVERING GREEN VALUE VIA SUSTAINABLE MARKETING STRATEGIES

- 5.1 In this module we will link the green theme to the strategies and tactics of the marketing mix, understanding this as the way to deliver green value via product strategies, price and marketing channels.
- 5.2 At the end of this module you will be able to: identify the aspects that make the creation and delivery of green value sustainable through the variables of the marketing mix:
- 5.3 Product, price and channels and build a green product / service proposal defining what it consists of and listing the main characteristics of it that make it green.

UNIT-6 COMMUNICATION OF GREEN VALUE VIA SUSTAINABLE MIC PLANS

- 6.1 In this module we will address the promotion or communication variable of the marketing mix from a comprehensive perspective, understanding key concepts such as greenwashing,
- 6.2 Communication tools as a key part of the green message and the fundamental aspects to design a communications plan with criteria of sustainability, linking, in turn, the role of green brands.
- 6.3 At the end of this module you will be able to: illustrate through 3 examples or situations, the concept of greenwashing;
- 6.4 Propose a green communication strategy for a green initiative;
- 6.5 Describe the main elements that a green-oriented CIM plan should have and list the main characteristics of a green brand.

Reference Book:

1. Claudia Patricia Arias Puentes, Professor of Chair, University of the Andes.

