

Environmental Marketing

BASD 504

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CALENDAR DESCRIPTION:

ENVIRONMENTAL MARKETING. Explores environmental marketing including green consumerism, environmental and sustainable certification and labeling, current trends, and segmentation to develop niche strategies for environmentally conscious consumers.

COURSE OBJECTIVE:

BASD 504 introduces the basic concepts of environmental or green marketing with a focus on how businesses can incorporate environmental concerns into their marketing and management programs. Consumer environmental awareness has been growing and has now evolved from an emerging social movement to mainstream consumer values. The ultimate aim of the course is to provide students with an understanding of tools to address these values, in a genuine manner, in all aspects of marketing to improve the performance of the firm. The potential and pitfalls of environmental marketing will be explored in an international context with cases, readings, and examples from current industrial situations.

LEARNING OUTCOMES:

Upon successful completion of this course, the student will:

- have a thorough understanding of the theory, potential and limitations of environmental marketing for local and global markets;
- have an understanding of segmentation methods to identify and access niches suitable for environmental marketing;
- appreciate the positional advantages and risks associated with green marketing;
- be able to assess changes required along the entire value chain to substantiate green marketing claims including raw material sourcing, waste disposal policies, life cycle claims, substantiated energy claims, and chain of custody requirements;
- be able to evaluate the advantages and disadvantages of using various third party claims from international organizations, certification organizations, consultancies, environmental non-government organizations, and standards associations.
- understand and be prepared for the complexities of developing green marketing strategies, both for local and global markets; and

EVALUATION:	Assignment #1 – In Class Briefing	20%
	Assignment #2 – Case Study	20%
	Assignment #3 – Group Final Paper	20%
	Final Exam	30%
	Class Participation	10%

ASSIGNMENTS:

- Assignment #1: Briefing on Environmental Marketing Strategies of Selected Companies
 Assignment #2: Case Study (Company TBA)
 Assignment #3: Group Paper (Strategic Report to a Specific Company Evaluating the Short- and Long-Term Opportunities and Threats of Developing an Environmental Marketing Program)

READINGS: To be assigned during classes.

COURSE TOPICS:**CLASS 1. INTRODUCTION TO ENVIRONMENTAL MARKETING**

- the importance environmentalism and its impact on business practices
- environmental marketing defined
- why would a firm engage in green marketing?

CLASS 2. ENVIRONMENTAL MARKETING – WHO IS THE CUSTOMER?

- environmentally-conscious customer and consumer segments

CLASS 3. THE REALITY OF ENVIRONMENTAL MARKETING

- is environmental marketing a myth or a paradigm shift?
- has environmental marketing affected change?
- what is greenwashing?

CLASS 4. IN CLASS ASSIGNMENT #1 (SEE ABOVE)**CLASS 5. ENVIRONMENTAL MARKETING STRATEGIES**

- the importance of business environment and competitors
- environmental marketing strategies and the 4 P's
- product life cycle implications

CLASS 6. THE ROLE OF REGULATORY AGENCIES

- pressure groups, NGOs, industry associations, lobby efforts, pressure groups, international organizations, science

CLASS 7. ENVIRONMENTAL MARKETING CLAIMS

- types of environmental claims
- third party organizations and environmental certification

CLASS 8. DISCUSSION OF ASSIGNMENTS #2 AND #3 (SEE ABOVE)**CLASS 9. ENVIRONMENTAL MARKETING – INTERNATIONAL OPPORTUNITIES**

- by geographic regions
- cultural differences
- global branding
- developed versus developing markets
- environmental marketing of services

CLASS 10. THE FUTURE OF ENVIRONMENTAL MARKETING & REVIEW