

**Óbuda University**  
**Keleti Faculty of Business and Management**

<b>GGTKMIKTNC</b>	<b>Environment-friendly Marketing</b>									
<b>Institute:</b>	Institute of Economics and Social Sciences 1084 Budapest, Tavaszmező u. 17.						<b>Credits:</b>	3		
<b>Study</b>	full-time			<b>Language:</b>	english		<b>Semester:</b>	winter		
<b>Technical information</b>										
<b>Course owner:</b>	Dr. Melinda Majláth				<b>Teacher:</b>	Dr. Melinda Majláth				
<b>Prerequisites:</b>										
<b>Weekly / semester hours:</b>	weekly	<b>Course:</b>	1	<b>Classroom Practice:</b>	1	<b>Lab:</b>	0	<b>Consultation:</b>	0	
<b>Requirement:</b>	mid-term mark									
<b>Condition of Signature:</b>										
<b>Grading:</b>	<p>Written exam (max 50 points) and group presentation of a green marketing case (max. 50 points). From the max. 100 points the mark is calculated as follows:</p> <p>0 ...49 points 1 50...62 2 63...74 3 74...85 4 86...100 5</p>									
<b>Educational purpose:</b>	Aim of the subject is to integrate sustainability into marketing practice. Beside the criticism of marketing practice, we try to understand why environmental friendly marketing is becoming more common. We will understand the motivations behind building a greener business and we will analyse how 4Ps (product, price, place and promotion) work in a more sustainable firm.									
<b>Mid-tern requirements (task, thesis, essay, etc.):</b>	<p>Actively take part in the lessons Miss not more than 3 lessons (not be late as well) 1 presentation (at high quality) in group: green case study (max. 50 points) Written exam: on week 13th (max. 50 points and can be repeated on the last week of the teaching period)</p>									
<b>Week of Education (Consultation)</b>	<b>Topic (Course)</b>									
1.	Critics of traditional marketing.									
2.	Environmental problems of XXIth century									
3.	Definitions of green marketing. Development of green marketing from the beginning.									
4.	Green marketing strategies									
5.	Tools of green marketing I. (definition of green products and services)									
6.	Tools of green marketing II. (place, promotion)									
7.	Definitions of environmentally friendly behaviour									
8.	Segmentation studies of green consumers - International studies									
9.	Greenwashing.									
10.	Case studies – Hungarian and international companies on the green market									
11.	Group presentations I.									
12.	Group presentations II.									
13.	Exam									
14.	Repeated exam (if necessary)									
<b>Week of Education (Consultation)</b>	<b>Topic (Practice)</b>									
1.	Critics of traditional marketing.									
2.	Environmental problems of XXIth century									
3.	Definitions of green marketing. Development of green marketing from the beginning.									
4.	Green marketing strategies									
5.	Tools of green marketing I. (definition of green products and services)									
6.	Tools of green marketing II. (place, promotion)									
7.	Definitions of environmentally friendly behaviour									
8.	Segmentation studies of green consumers - International studies									
9.	Greenwashing.									

10.	Case studies – Hungarian and international companies on the green market
11.	Group presentations I.
12.	Group presentations II.
13.	Exam
14.	Repeated exam (if necessary)
<b>Week of Education (Consultation)</b>	<b>Topic (Lab)</b>
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	<b>Compulsory literature</b>
1	Jacquelin Ottmann (2011) The New Rules of Green Marketing , Greenleaf Publishing
2	Melinda Majláth (2017):The Effect of Greenwashing Information on Ad Evaluation; European Journal of Sustainable Development (2017), 6, 3, 92-104
3	Majláth, M. Actual Questions of Green Marketing In: Kadocsa, Gy. (szerk.) MEB 2012 : 10. Menedzsment, vállalkozás és benchmarking nemzetközi konferencia: Proceedings of the MEB 2012 10th International Conference on Management, Enterprise and Benchmarking. 296 p. Konferencia helye, ideje: Budapest, Magyarország, 2012.06.01 Budapest: Óbudai Egyetem, 2012. pp. 255-262.
4	Majláth, M. Using Reference Groups in Green Communication In: Kadocsa, Gy., Rudas J Imre (szerk.) MEB 2011: 9th International Conference on Management, Enterprise and Benchmarking : Menedzsment, Vállalkozás és Benchmarking Nemzetközi Konferencia. 396 p. Konferencia helye, ideje: Budapest, Magyarország, 2011.06.03-2011.06.04. Budapest: Óbudai Egyetem, 2011. pp. 247-258.
	<b>Recommended literature</b>
1	Melinda Majláth (2017):The Effect of Greenwashing Information on Ad Evaluation; European Journal of Sustainable Development (2017), 6, 3, 92-104
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<b>The quality assurance methods of the course:</b>	
	<b>Developed competences</b>
	Ability to recognize the connection between macroeconomic sectors and markets.
	Competence in recognition the consequences of recent economic decisions.
	The student is able to manage the informations.
	The student is able to work independently, think through professional cases- also in unexpected situations