



**Gyanmanjari**  
Innovative University

Course Syllabus  
Gyanmanjari Institute of Commerce  
Semester-5(B.COM)

**Subject:** Green Marketing-BCOMM15318

**Type of course:** Major (Core)

**Prerequisite:**

Basic understanding of sustainability and environmental impact in marketing.

**Rationale:**

This Course equips students with Green Marketing into business strategies to meet consumer demand for eco-friendly products while ensuring long-term environmental and economic benefits.

**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P	C	SEE	CCE		
					MSE	ALA	
4	0	0	4	100	30	70	200

*Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE – Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.*

4 Credits \* 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted into 50 Marks

CCE 100 Marks will be converted into 50 Marks

It is compulsory to pass in each individual component





**Course Content:**

Sr. No	Course content	Hrs.	% Weightage
1	<b>Introduction to Green Marketing</b> <ul style="list-style-type: none"> <li>• Definition, Scope, and Evolution of Green Marketing</li> <li>• Importance of Sustainability and Environmental Responsibility</li> <li>• Green Consumer Behavior: Motivations and Preferences</li> <li>• Green Marketing vs. Conventional Marketing</li> </ul>	15	25
2	<b>Green Marketing Management</b> <ul style="list-style-type: none"> <li>• Introduction to Green Marketing Management</li> <li>• Key elements in Green Marketing</li> <li>• Challenges in practicing green marketing</li> <li>• Holistic approach of green marketing</li> <li>• Issues in practicing green marketing</li> </ul>	15	25
3	<b>Green Product &amp; Green Pricing</b> <ul style="list-style-type: none"> <li>• Green product and environmental concern</li> <li>• Green product and consumer's satisfaction</li> <li>• Green packaging</li> <li>• Eco-labeling</li> <li>• Products of the selected companies</li> <li>• Green pricing</li> <li>• Common practice on pricing</li> </ul>	15	25
4	<b>Challenges, Ethics, and Future Trends in Green Marketing</b> <ul style="list-style-type: none"> <li>• Challenges and Barriers in Green Marketing</li> <li>• Greenwashing: Concept, Examples, and Prevention</li> <li>• Regulatory Framework and Environmental Laws</li> <li>• Corporate Social Responsibility (CSR) in Green Marketing</li> <li>• Emerging Trends and Opportunities in Green Marketing.</li> </ul>	15	25





**Continuous Assessment:**

Sr. No	Active Learning Activities	Marks
1	<b>Case Study Analysis: Green Marketing in Action</b> Faculty will Provide real-world case studies of companies that have successfully implemented green marketing. Divide students into groups and ask them to analyze what green marketing strategies are used and Prepare PDF report and upload on GMIU web portal.	10
2	<b>Green Product Activity</b> Students will visit nearby stores, observe and collect pictures or layouts of green products available. Based on their observations and findings, students will prepare a brief report and upload PDF it on the GMIU web portal.	10
3	<b>Green Product Hunt</b> students will find and bring an eco-friendly product and present why it is green (e.g., sustainable materials, energy-efficient, biodegradable) and prepare whether the product is truly green or greenwashing and upload PDF Report on the GMIU web portal.	10
4	<b>Green Advertising Observation</b> Students will analyze advertisements (print, TV, or digital) that promote green products or environmental responsibility. They will capture screenshots or collect samples of these advertisements, evaluate the messaging and effectiveness, and prepare a report to be uploaded as a PDF on the GMIU web portal.	10
5	<b>Green Packaging Analysis</b> Students will visit supermarkets and retail outlets to identify and analyze different types of eco-friendly packaging. They will compare biodegradable, recyclable, and reusable packaging with conventional packaging and prepare a report with pictures and examples to be uploaded as a PDF on the GMIU web portal.	10
6	<b>Green Competitor Analysis</b> Students will select two competing brands in the same industry and analyze their green marketing strategies by visiting their stores or websites. They will compare product offerings, packaging, and promotional efforts and prepare a comparative report to be uploaded as a PDF on the GMIU web portal.	10
7	Attendance	10
Total		70





**Suggested Specification table with Marks (Theory):100**

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	40%	30%	10%	10%	10%	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from the above table.

**Course Outcome:**

After learning the course, the students should be able to:	
CO1	Develop an understanding of green marketing concepts, sustainability, consumer behavior, and its distinction from conventional marketing.
CO2	Gain insights into green marketing strategies, challenges, and a holistic approach to sustainable marketing practices.
CO3	Understand green products, eco-friendly packaging, labeling, consumer satisfaction, and green pricing strategies.
CO4	Evaluate Challenges, Ethics, and Future Trends in Green Marketing

**Instructional Method:**

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

**Reference Books:**

- [1] Green Marketing: Challenges & Opportunities for the New Marketing Age" – by Jacquelyn A. Ottman
- [2] "Sustainable Marketing" – by Diane Martin & John Schouten
- [3] "Green Marketing and Management: A Global Perspective" – by John F. Whaite
- [4] "Environmental Marketing: Strategies, Practice, Theory, and Research" – by Michael Jay Polonsky & Alma T. Mintu-Wimsatt

