

AC – 28/03/2025
Item No. – 7.8 (N) (3c) Sem. III

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE Vertical 3

Faculty of Commerce & Management

Board of Studies in Bachelor of Management Studies

Second Year Programme in B.Com. (Management Studies)

Semester

III

Title of Paper

Credits

Green Marketing

2

From the Academic Year

2025-26

Open Elective- Marketing

Title: Green Marketing

.Sr. No.	Heading	Particulars
1	Description the course: Including but not limited to:	Green marketing, also known as environmental marketing or eco-marketing, focuses on promoting products or services based on their environmental benefits. It involves considering ecological aspects throughout the entire product lifecycle, from design and manufacturing to packaging and disposal. The aim is to appeal to environmentally conscious consumers and differentiate offerings in the marketplace. Effective green marketing requires transparency and genuine commitment to sustainability, avoiding "greenwashing" or misleading claims. It can lead to a positive brand image, increased customer loyalty, and contribute to a more sustainable future.
2	Vertical :	Open Elective
3	Type :	Theory
4	Credit:	2
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: 1. To familiarize participants with concepts and applications of data analytic. 2. To acquaint participants with the challenges of data preparation and implementation. 3. To understand and design data driven models for business decision making 4. To evaluate the Guidelines for Transportation of E-Waste	
8	Course Outcomes: At the end of the course students should be able to; 1. Understand the role of data analytics, data mining and business analytics within an organization. 2. Compute and analyze data using statistical and data mining techniques 3. Design and develop process of improving the decision making (relevance and quality) 4. Compare the E-waste exchange and Extended Producer Responsibility Plan	

9	Module 1: Fundamentals of Green Marketing 1. Meaning & Concept of Green Marketing, Evolution of Green Marketing, Types of Green Marketing, Difference in between Marketing & Green Marketing, 2. Benefits of Green Marketing, Adoption of Green Marketing, Green Marketing Mix, Green Product - Green Marketing 3. Green Spinning, Green Selling, Green Harvesting, Enviropreneur Marketing, Green Washing, Strategic Green Marketing 4. Climate Performance Leadership Index-Promotional Channels of Green Marketing, Green Marketing Stakeholders, Ethics and Responsibility for Green Marketing, Module 2: Green Marketing Policies: 1. Development of an integrated Green Marketing Framework - Implementation of Green Marketing Strategies, Feedback and Control, taking corrective action, 2. Green Marketing future trends, Career opportunities in the field, Green Marketing Policy & Process, Benefits of green environment to the society. 3. Green Firms, HCL's Green Management Policy, IBM's Green Solutions – IndusInd Bank's Solar Powered ATMs ITCs Paperkraft – Maruti's Green Supply Chain. 4. E-waste exchange, Guidelines for collection and Storage of E-Waste, Guidelines for Transportation of E-Waste, Guidelines for Environmentally Sound Recycling of E-Waste.
10	Reference Books: 1. Green Marketing Management by Robert Dahlstrom, Cengage Learning India. Latest Edition. 2. Green Marketing - Concepts, Literatures and Examples. M.Meera. Evincepub 3. Publishing. Latest Edition.. Green Marketing and Environmental Responsibility in Modern Corporations, Esakkiand Thangasamy, IGI Global, 2017 4. Green Marketing Management, Robert Dahlstrom, Cengage Learning, 2010 5. Green Marketing: Challenges and Opportunities for the New Marketing Age, Jacquelyn A. 6. The New Rules of Green Marketing, Jacquelyn A. Ottman, Berrett-Koehler Publishers, 2011. 7. The Green Marketing Manifesto, John Grant, John Wiley and Sons, 2007Green Marketing and Environmental Responsibility in Modern Corporations, Esakki 8. and Thangasamy, IGI Global, 2017. Latest Edition. 9. Green Marketing: Challenges and Opportunities for the New Marketing Age, 10. Jacquelyn A. Ottman, NTC Business Books, 1993. Latest Edition. 11. The New Rules of Green Marketing, Jacquelyn A. Ottman, Berrett-Koehler Publishers, 2011.

11	Internal Continuous Assessment: 40%	External, Semester End Examination Individual Passing in Internal and External Examination : 60%
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	
13	QUESTION PAPER PATTERN (External and Internal) Paper Pattern 2 Credits (Total 50 Marks) Internal = 20 Marks External = 30 Marks Internal Paper Pattern (20 Marks) 1.Project Presentation OR Case Study writing 2. Quiz OR Group discussion 3. Class Test (Mandatory) with objectives } any one 10 Marks 10 Marks 20Marks Total	

External Paper Pattern (30 Marks)

Write any TWO questions from the following

Q1. Answer the following 15 marks

A

B

Q2. Answer the following 15 Marks

A

B

Q3. Answer the following 15 Marks

A

B

Sd/-

**Sign of the BOS
Chairman**

**Dr. Kanchan Fulmali
Board of Studies in
BMS**

Sd/-

**Sign of the
Offg. Associate Dean
Prin. Kishori Bhagat
Faculty of Commerce
& Management**

Sd/-

**Sign of the
Offg. Associate Dean
Prof. Kavita Laghate
Faculty of
Commerce &
Management**

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Prin. Ravindra
Bambardekar
Faculty of
Commerce &
Management**