



Hunan University MKTG 312: Environmental Marketing

Professor: To be announced
Total contact hours: 54 hours
Credit: 4

Course Description

The purpose of this course is to provide an applied, practical, yet theoretically grounded reference on social marketing strategies for influencing environmental behaviors. The course explains how to conduct audience research, develop theory driven communication strategies, and manage, monitor and evaluate campaign progress. The course can also offers students the knowledge of environmental science, environmental communication and environmental education.

Required Material

Textbook: *Social Marketing Environmental Issues*
Author: Ben Tyson, D Mercedes Hurd
Publication Date: March 1, 2009

Supplemental Materials:

Environmental Marketing: Strategies, Practice, Theory, and Research, by *William Winston* and *Alma T Mintu-Wimsatt*

Grading

- Assignments 10%
- Presentations 20%
- Reports 20%
- Midterm 20%
- Final Exam 30%

A+ 96-100	A 90-95	A- 85-89
B+ 82-84	B 78-81	B- 75-77
C+ 71-74	C 66-70	C- 62-65
D 60-61	F < 60	



Course Schedule

The course has 24 class sessions in total. All sessions are 2 hours and 15 minutes in length.
Note: the course outline and required readings are subject to change.

Class 1:

Introduction to the course and syllabus-related materials

Class 2:

Chapter 1: Provides context for selecting when social marketing strategies are best used

Ecological Imperatives and the Role of Marketing

The Eco-Marketing Orientation: An Emerging Business Philosophy

Class 3:

Chapter 1: Provides context for selecting when social marketing strategies are best used (Cont.)

Environmental Marketing: Bridging the Divide Between the Consumption Culture and Environmentalism

Class 4:

Chapter 2: Discusses the basic principles of social marketing and factors associated with selection of target audiences, message development, communication channels, and strategic partners

Marketing's Linear-Hierarchical Underpinning and a Proposal for a Paradigm Shift in Values to Include the Environment

Class 5:

Eco-Attitudes and Eco-Behaviors in the New German States: A 1992 Perspective

An Examination of the Conserving Consumer: Implications for Public Policy Formation in Promoting Conservation Behavior

Class 6:

Chapter 2: Discusses the basic principles of social marketing and factors associated with selection of target audiences, message development, communication channels, and strategic partners (Cont.)

Ecologically Concerned Consumers and Their Product Purchases

Class 7:

Implications of Understanding Basic Attitude Change Processes and Attitude Structure for Enhancing Pro-Environmental Behaviors

Class 8:

Group Presentation 1



Class 9:

Chapter 3: Discusses important behavior change theories that provide a foundation for social marketing

Green-Based Innovation: Sustainable Development in Product Management

Class 10:

Chapter 3: Discusses important behavior change theories that provide a foundation for social marketing (Cont.)

Cleaning Up Green Marketing Claims: A Practical Checklist

Class 11:

A Classification Schema for Environmental Advertising Claims: Implications for Marketers and Policy Makers

Report 1

Class 12:

Chapter 4: Provides details about the research methods used to support social marketing

A Typology of Reverse Channel Systems for Post-Consumer Recyclables

Class 13:

Chapter 4: Provides details about the research methods used to support social marketing (Cont.)

Behaviors of Environmentally Concerned Firms: An Agenda for Effective Strategic Development

Class 14:

Group Presentation 2

Class 15:

Review and Midterm

Class 16:

Chapter 5: Discusses how to manage a social marketing campaign

In Search of Market Segments for Green Products

Class 17:

Chapter 5: Discusses how to manage a social marketing campaign (Cont.)

Voluntary Reaction to Green Policies Among Market-Mavens: An Application of the Parallel-Political Marketplace Conceptualization

Class 18:

Chapter 6: Provides a case study that fully illustrates the design, implementation and evaluation of a social marketing campaign

Class 19:



Chapter 6: Provides a case study that fully illustrates the design, implementation and evaluation of a social marketing campaign (Cont.)

Report 2

Class 20:

Green Marketing and Selling Brotherhood

Class 21:

Environmental Issues in the Freight Transport Industry: A Qualitative Analysis of Key Stakeholders' Perceptions

Class 22:

The Future of Environmental Marketing: Food for Thought

Class 23:

Group Presentation 3

Class 24:

Overall Review and Final Exam

Attending Policy

Regular and prompt attendance is required. Under ordinary circumstances, you may miss two times without penalty. Each absence over this number will lower your course grade by a third of a letter and missing more than five classes may lead to a failing grade in the course. Arriving late and/or leaving before the end of the class period are equivalent to absences.

Policy on "Late Withdrawals"

In accordance with university policy, appeals for late withdrawal will be approved ONLY in case of medical emergency and similar crises.

Academic Honesty

Hunan University expects all students to do their own work. Instructors will fail assignments that show evidence of plagiarism or other forms of cheating, and will also report the student's name to the University administration. A student reported to the University for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

General Expectations:

Students are expected to:

- Attend all classes and be responsible for all materials covered in class and otherwise assigned;



- Complete the day's required reading and assignments before class;
- Review the previous day's notes before class and make notes about questions you have about the previous class or the day's reading;
- Participate in class discussions and complete required written work on time;
- Refrain from texting, phoning or engaging in computer activities unrelated to class during the class period;
- While class participation is welcome, even required, you are expected to refrain from private conversations during the class period.

Special Needs or Assistance

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.