

COURSE OUTLINE

1. GENERAL INFORMATION

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| FACULTY | ECONOMY AND MANAGEMENT | | |
| DEPARTMENT | ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM | | |
| LEVEL OF STUDY | UNDERGRADUATE | | |
| COURSE CODE | 1605-210506 | SEMESTER | 5th (dir. Marketing) |
| TITLE | Ecological Marketing | | |
| Autonomous Teaching Activities | | WEEKLY TEACHING HOURS | CREDITS |
| Lectures | | 3 | 5 |
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| COURSE TYPE | SCIENTIFIC AREA | | |
| PREREQUISITE COURSES | NONE | | |
| TEACHING LANGUAGE | GREEK AND ENGLISH | | |
| COURSE OFFERED TO ERASMUS STUDENTS | YES | | |
| COURSE WEBPAGE (URL) | | | |

2. LEARNING OUTCOMES

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| Learning outcomes |
| <p>The students of the OMMT department with a direction in Marketing after the successful attendance of the course:</p> <ol style="list-style-type: none"> 1. KNOWLEDGE: They combine environmental problems with business action 2. UNDERSTANDING: Distinguish and explain the role of marketing in the destruction of the environment. They can conclude the role of research of the ecologically conscious consumer. 3. IMPLEMENTATION: They change the perception that marketing is exclusively an environmentally destructive factor. Discover the potential of marketing to help protect the environment. 4. ANALYSIS: They combine the marketing knowledge acquired within the curriculum with the effort to protect the environment. Recognize the importance of a diversified, alternative marketing strategy. 5. COMPOSITION: They compose ecological marketing strategies. 6. EVALUATION: Evaluate different marketing strategies in terms of their ecological footprint. Evaluate and compare the results of different studies of ecologically conscious behavior. |
| General Skills |
| <ol style="list-style-type: none"> 1) Adaptation to new situations 2) Work in an interdisciplinary environment |

- 3) Production of new research ideas
- 4) Respect for the natural environment
- 5) Demonstration of social, professional, and moral responsibility
- 6) Promotion of free, creative, and inductive thinking

3. COURSE CONTENT

- 1) Marketing and destruction of the environment
- 2) The destruction of the environment and efforts to protect it.
- 3) The responsibility for the protection of the environment
- 4) The concept and content of Eco Marketing
- 5) Eco-marketing internationally
- 6) Eco-marketing research
- 7) Ecological marketing research in Greece
- 8) Ecologically conscious consumer behavior
- 9) Ecologically conscious consumers in Greece and developments
- 10) The alternative ecological strategy of companies
- 11) The alternative ecological marketing strategy
- 12) Presentation of an alternative ecological marketing strategy
- 13) Case studies of successful ecological business strategies (presentations and discussion of student works)

4. TEACHING AND LEARNING METHODS - ASSESSMENT

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|------------------------------|---|----------------------------------|
| TEACHING METHOD | Face to Face | |
| ICT USE | Use of ICT in Teaching and Communication with students | |
| TEACHING ORGANIZATION | <i>Activities</i> | <i>Working Load per Semester</i> |
| | Lectures | 39 |
| | Case Studies (analysis and presentation) | 111 |
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| | TOTAL | 150 |
| ASSESSMENT | Open-ended Questions Case study By appointment or during student collaboration hours, students can see their mistakes in written exams. The works are discussed during the presentation and improvement remarks are made. | |

5. REFERENCES

-Suggested bibliography:

- Tilikidou, E. (2008). Ecological Marketing. SOFIA Publications.
- Coddington, W. (1993). Environmental Marketing. New York: McGraw-Hill Inc.

- Ottman, J. A. (1997). Green Marketing: Opportunities for Innovation. Chicago, IL .: NTC Business Books.
- Peattie, K. (1995). Environmental Marketing Management. London: Pitman Publishing.

Related scientific journals:

- Business Strategy and the Environment
- Environment and Behavior