



NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)

Re-Accredited by NAAC & ISO 9001:2015 Certified
Affiliated to Bharathiar University, Coimbatore
Pollachi, Tamil Nadu.

Phone: 04259-234870, 234868

WWW: ngmc.org.,Email:ngm@ngmc.org

U.G.DEPARTMENT OF COMMERCE-BPS (S.F)
VALUE ADDED COURSE

GREEN MARKETING



Dr.P.GURUSAMY
COORDINATOR

Dr.S.POORNIMADEVI
CONVENOR

Total Hours:	B.COM- BPS	Programme Title : VALUE ADDED COURSES	Bachelor of Commerce- Business Process Services	
	30 Hrs	Title : GREEN MARKETING	Batch	2019 batch onwards

Course Objective

- To make the student understand the concept of Green Marketing and Green Products
- To learn the factors that affect purchase decision of consumers

Course Outcomes

K1	CO1	Broader understating of Green Marketing and its significance
K2	CO2	Increase the consciousness about Green Products
K3	CO3	To apply a strategic approach to green marketing initiatives.
K4	CO4	To analyze major recent developments in Environmental consciousness

Existing Syllabus

Unit-1- Hours:6

Green Marketing and Green Product

Green Product - Green Marketing - Evolution of Green Marketing - Importance of green marketing - Benefits of Green Marketing- Adoption of Green Marketing- Green Marketing Mix – Strategies to Green Marketing.

Unit-2- Hours:6

Green Marketing Concepts

Green Spinning – Green Selling – Green Harvesting – Enviropreneur Marketing - Compliance Marketing – Green Washing – Climate Performance Leadership Index.

Unit-3- Hours:5

Green Marketing Initiatives

Green Firms – HCL's Green Management Policy – IBM's Green Solutions – IndusInd Bank's Solar Powered ATMs .

Unit-4- Hours:7

Purchase Decision

Meaning of Purchase decision – Factors affecting Purchase decision - Steps in the decision making process - Five stages of consumer buying decision process - Models of buyer decision-making.

Unit-5- Hours:6**Environmental consciousness**

Introduction of Environment - Importance of environmentalism - Environmental movement - Benefits of green environment to the society .

Text Books :

- 1.Green Marketing and Environmental Responsibility in Modern Corporations, Esakki and Thangasamy, IGI Global, 2017
2. Green Marketing Management, Robert Dahlstrom, Cengage Learning, 2010.

Reference Books:

- 1.Green Marketing: Challenges and Opportunities for the New Marketing Age, Jacquelyn A. Ottman, NTC Business Books, 1993
- 2.The New Rules of Green Marketing, Jacquelyn A. Ottman,Berrett-Koehler Publishers, 2011.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	H	M
CO2	H	H	M	H	H
CO3	M	M	M	H	S
CO4	M	H	H	S	M

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms.D.Saranya	Name: Dr. S.Poornimadevi	Name: Dr.M.Durairaju	Name: Dr.P.Muthukumaran
Signature:	Signature:	Signature:	Signature:

Dr. S. POORNIMADEVI,
M.Com.,M.Phil.,MBA.,Ph.D.,
Associate Professor & Head,
Department of Commerce - BPS
N.G.M. College, Pollachi - 642 001.

Principal
PRINCIPAL
N G M COLLEGE POLLACHI



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VALUE ADDED COURSE

Certificate of Completion

This is to certify that **Ms. E.DHARANI (18-BP-33), Department of B.Com (BPS)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Green Marketing** during Feb 2021 to May 2021.

HOD

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Certificate of Completion

This is to certify that **Ms. J.JANANI (18-BP-36)**, **Department of B.Com (BPS)**,
of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed
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Certificate of Completion

This is to certify that **Mr. V.TAMILSELVAN (18-BP-26)**, **Department of B.Com (BPS)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Green Marketing** during Feb 2021 to May 2021.

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Certificate of Completion

This is to certify that **Mr. B.ASHWANTH (18-BP-02)**, **Department of B.Com (BPS)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Green Marketing** during Feb 2021 to May 2021.

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This is to certify that **Mr. N.SARAVANA KUMAR (18-BP-23)**, **Department of B.Com (BPS)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Green Marketing** during Feb 2021 to May 2021.

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This is to certify that **Mr. M.SANTHOSH PRABHU (18-BP-22)**, **Department of B.Com (BPS)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Green Marketing** during Feb 2021 to May 2021.

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This is to certify that **Mr. S.ASWIN (18-BP-03), Department of B.Com (BPS)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Green Marketing** during Feb 2021 to May 2021.

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This is to certify that **Mr. N.VIJAY (18-BP-28)**, **Department of B.Com (BPS)**, of
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This is to certify that **Mr. M.DINESH KUMAR (18-BP-09)**, **Department of B.Com (BPS)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Green Marketing** during Feb 2021 to May 2021.

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