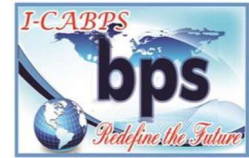




**NALLAMUTHU GOUNDER
MAHALINGAM COLLEGE
(AUTONOMOUS)**



**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



BASICS OF GREEN MARKETING

HISTORY

The U.G. Department of Commerce - Business Process Services has been established in the year 2014 in a tie up with Tata Consultancy Services (TCS). The curriculum of the course has been designed in collaboration with TCS. This industry integrated, unique three years full time B.COM.BPS degree programme focuses on developing proficiency in commerce and business processes.

VISION

“Our dream is to excel in quality education to make the students academically superior and acquire corporate level knowledge to work in any situations by providing the quality education.”

MISSION

“Our department provides quality education of global standard by updating the curriculum in regular intervals with the corporate bodies to make the students, academically strong with realized spirit of adventurous sociality committed and culturally rich citizens”.

VALUE ADDED COURSE – BASICS OF GREEN MARKETING

INTRODUCTION

In today's environmentally conscious world, green marketing strategies are increasingly crucial for businesses seeking sustainable success. The "Green Marketing Strategies" course explores innovative approaches to marketing that prioritize environmental sustainability. As consumers become more environmentally aware, businesses must adapt their marketing practices to meet evolving demands and expectations.

SCOPE OF COURSE

The "Green Marketing Strategies" course offers a comprehensive examination of environmentally friendly marketing practices and their impact on consumer behavior and business success. Participants will explore key concepts

such as eco-friendly product development, sustainable packaging, and green branding strategies. Through case studies and practical exercises, participants will learn how to integrate green principles into their marketing strategies to attract environmentally conscious consumers and differentiate their brands in the marketplace.

NATURE OF COURSE

Duration: 30 hours (conducted during post-college hours)

Level: Certificate

Eligibility: Graduation

Credit: 2 additional credits

OBJECTIVE OF THE COURSE

- Understand the importance of green marketing in today's business landscape
- Learn strategies for developing eco-friendly products and services
- Explore innovative approaches to sustainable packaging and branding
- Gain insights into consumer behavior and preferences related to green products
- Enhance personal branding and professional reputation as a champion of environmental sustainability

OUTCOME OF THE COURSE

The "Green Marketing" course is designed to equip students with the knowledge and skills needed to develop and implement effective green marketing campaigns. By completing this course, students will:

- Understand the principles and practices of green marketing and their relevance in contemporary business contexts
- Develop the ability to identify and capitalize on opportunities for green product innovation and sustainable branding

- Cultivate a deep understanding of consumer attitudes and behaviors towards environmental sustainability
- Enhance their career prospects by demonstrating proficiency in green marketing strategies and principles
- Stand out in the job market as environmentally conscious professionals capable of driving sustainable business growth

WHO CAN TAKE UP THIS COURSE?

- Any interested student may take up this value added course for additional credit.

BENEFITS FOR STUDENTS

- Gain a competitive edge in the job market by mastering green marketing strategies and principles
- Enhance career prospects by demonstrating proficiency in sustainable product development, packaging, and branding
- Develop the knowledge and skills needed to address environmental concerns in marketing practices with confidence
- Build a strong personal brand as an advocate for environmental sustainability and responsible business practices
- Access new opportunities for career advancement and business success in the growing field of green marketing

JOB ROLES

- Marketing Managers
- Brand Managers
- Product Developers
- Sustainability Officers
- Environmental Consultants
- Corporate Social Responsibility Managers
- Public Relations Specialists
- Advertising Executives

Nallamuthu Gounder Mahalingam College (Autonomous)

Pollachi

Programme code:	B.COM- BPS	Programme Title : VALUE ADDED COURSES		
Total Hours:	30 Hrs	Title : BASICS GREEN MARKETING	Credit	2

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

CO1	Broader understating of Green Marketing and its significance
CO2	Increase the consciousness about Green Products
CO3	To apply a strategic approach to green marketing initiatives.
CO4	To analyze major recent developments in Environmental consciousness
CO5	To evaluate the green environment to the society.

Existing Syllabus

Unit-1- Hours: 12

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

Unit-2- Hours: 12

Green Firms – HCL’s Green Management Policy – IBM’s Green Solutions – IndusInd Bank’s Solar Powered ATMs .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-3- Hours: 6

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.



Principal
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VALUE ADDED COURSE

Certificate of Completion

This is to certify that **Mr. AIJITH KUMAR.M (19-BP-02)**, **Department of B.Com (BPS)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Basics of Green Marketing** during Feb 2020 to May 2020.

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VALUE ADDED COURSE

Certificate of Completion

This is to certify that **Mr. SELVAPRAKASH.S (19-BP-30)**, **Department of B.Com (BPS)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Basics of Green Marketing** during Feb 2020 to May 2020.

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VALUE ADDED COURSE

Certificate of Completion

This is to certify that **Mr. GOKUL.V (19-BP-13)**, **Department of B.Com (BPS)**,
of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed
Value Added Course entitled **Basics of Green Marketing** during Feb 2020 to May 2020.

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VALUE ADDED COURSE

Certificate of Completion

This is to certify that **Mr. SHANKAR.R (19-BP-29), Department of B.Com (BPS)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Basics of Green Marketing** during Feb 2020 to May 2020.

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VALUE ADDED COURSE

Certificate of Completion

This is to certify that **Ms. ARULJOTHI.K (19-BP-38)**, **Department of B.Com (BPS)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Basics of Green Marketing** during Feb 2020 to May 2020.

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Certificate of Completion

This is to certify that **Ms. KOWSALYA.P (19-BP-44)**, **Department of B.Com (BPS)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Basics of Green Marketing** during Feb 2020 to May 2020.

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Certificate of Completion

This is to certify that **Ms. SOWMIYA.P (19-BP-54), Department of B.Com (BPS)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Basics of Green Marketing** during Feb 2020 to May 2020.

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VALUE ADDED COURSE

Certificate of Completion

This is to certify that **Ms. SWETHA.S (19-BP-56)**, **Department of B.Com (BPS)**,
of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed
Value Added Course entitled **Basics of Green Marketing** during Feb 2020 to May 2020.

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VALUE ADDED COURSE

Certificate of Completion

This is to certify that **Ms. VANITHA.P (19-BP-58)**, **Department of B.Com (BPS)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Basics of Green Marketing** during Feb 2020 to May 2020.

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VALUE ADDED COURSE

Certificate of Completion

This is to certify that **Ms. MAHADHATCHAYANI.V (19-BP-47)**, **Department of B.Com (BPS)**, of Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **Basics of Green Marketing** during Feb 2020 to May 2020.

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