

Óbuda University		Institute of Organisation and Management		
Keleti Faculty of Business and Management				
Name of the Course: <i>Green Marketing</i> - ENVIRONMENT-FRIENDLY MARKETING				
Number of credits: 3 Course code: GGTKM1KTNK				
Name of the Leading teacher / course responsible: Majláth Melinda				
Number of lessons/week	seminar: 1	Lab practice:	indoor practice: 1	consultation:
Course description				
Number of week (consultation)	Topic			
1.	Critics of traditional marketing,			
2.	Environmental problems of XXIth century			
3.	Definitions of green marketing. Development of green marketing from the beginning.			
4.	Green marketing strategies			
5.	Tools of green marketing I. (definition of green products and services)			
6.	Tools of green marketing II. (place, promotion)			
7.	Definitions of environmentally friendly behaviour			
8.	Segmentation studies of green consumers I. International results			
9.	Segmentation studies of green consumers II. Hungarian results.			
10.	Regulation policies in the EU			
11.	Case studies _Hungarian and international companies on the green market			
12.	Team work _pilot studies (market research)			
13.	Civil green organizations and their effect on consumer behaviour and companies_activity			
14.	Presentations of studies			
Irodalom / Literature:				
Kötelező/Required literature:				
Ottman, acquelyn A: Green Marketing: Opportunities for Innovation (Hardcover), 1998, New York, BookSurge				
Ajánlott/Reccomended literature:				