

Syllabus Outline for BBA Admission Batch 2024 - Semester VI

Subject Code	Subject Name	Credit	Lecture Hours	Theory/Sessional
BBABB601	Corporate Social Responsibility & Sustainability	4	40	Theory
BBAMM602	Advertising and Sales Promotion	6	60	Theory
BBAMM603	Rural Marketing & Digital Innovation	6	40	Theory
BBAMM604	Green Marketing	6	40	Theory



University of Engineering and Management
Institute of Engineering & Management, Salt Lake Campus
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Syllabus for BBA Admission Batch 2023

Subject Name: Corporate Social Responsibility & Sustainability

Credit: 4

Lecture Hours: 40

Subject Code: BBABB601

Pre-requisite: Basic knowledge of business principles and social and environmental ethics.

Relevant Links:

[Study Material](#)

[Course Era](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. To enable students to understand the fundamental concepts, principles, theories, and international frameworks of CSR, and develop a strong conceptual foundation for responsible business practices.
2. To equip students with knowledge of CSR legal requirements in India and develop practical skills for planning, implementing, and evaluating CSR strategies within organizations.
3. To understand the importance and relevance of Sustainable Development Goals (SDGs)
4. To understand the importance and relevance of Environmental, Social and Governance

COURSE OUTCOMES:

- CO1: Students will be able to explain CSR concepts, frameworks, and global standards, and analyze their relevance in shaping ethical and responsible corporate behavior.
- CO2: Students will be able to apply legal guidelines, design CSR policies and strategies, and evaluate CSR implementation using governance structures, budgeting, and monitoring mechanisms.
- CO3: Students will be able to explain the importance and relevance of Sustainable Development Goals (SDGs)
- CO4: Students will be able to explain the importance and relevance of Environmental, Social and Governance (ESGs)

Module number	Topic	Sub-topics	Text Book	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	Foundational and theoretical aspects of CSR	UNIT 1: Introduction to CSR - Meaning, Definition, Evolution and Importance of CSR & Scope - Core Principles of CSR (responsibility, accountability, transparency) UNIT 2: Theories of CSR - CSR Theories: Carroll's Pyramid of CSR - Stakeholder Theory (Stakeholder Role and Management) - Porter's Creating Shared Value (CSV) Framework. UNIT 3: CSR Codes and Standards - Voluntary vs. Mandatory CSR frameworks - ISO 26000 Social Responsibility Standard	1: Strategic Corporate Social Responsibility: Stakeholders in a Global Environment by William et. al., Sage (Chapter: 1,2,3,4,7,8) 2: Corporate Social Responsibility in India, Sanjay K Agarwal, Sage Chapter: 1, 3	International Academia: (https://learning.intracen.org/course/info.php?id=244) AICTE-prescribed BBA syllabus: (https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf) NPTEL: (https://nptel.ac.in/courses/110105081)	10	Case Study on - CSR Concept - Theories of CSR

2	Legal, Strategic, and Practical Aspects of CSR	Unit 4: Legal Framework of CSR in India - Legal mandate and Scope of CSR activities under Schedule VII of the Companies Act - CSR Expenditure Requirements (2% Rule) - CSR Reporting and Disclosure Requirements Unit 5: CSR Implementation - Linking CSR with organizational mission, vision, and values. - Developing a CSR policy & Strategy - CSR Implementation Framework. Unit 6: - Current trends, opportunities and challenges of CSR.	1: Strategic Corporate Social Responsibility: Stakeholders in a Global Environment by William et. al., Sage Chapter: 7,8 2: Corporate Social Responsibility in India, Sanjay K Agarwal, Sage Chapter: 5,6	International Academia: (https://learning.intracen.org/course/info.php?id=244) AICTE-prescribed BBA syllabus: (https://www.aicte-india.org/sites/default/files/Model_Curriculum/BBA%20Final.pdf) NPTEL: (https://nptel.ac.in/courses/110105081)	10	Case Study on - Legal Framework of CSR - CSR Implementation - Current trends of CSR
3	Sustainable Development Goals (SDGs)	Introduction to SDGs, Importance of SDGs in Sustainability, key Goals Relevant to Sustainability No Poverty, Good Health and Well-being, Quality Education Clean Water and Sanitation, Affordable and Clean Energy, Climate Action, SDGs and Corporate Responsibility, Challenges in Achieving SDGs	Sustainable Development Goals by Dr. Akhilesh A. Wao	International Standards: Social Development Goals MIT Courseware Industry Mapping:	10	Case Studies on SDGs
4	Environmental, Social and Governance (ESGs)	Introduction to ESG, Importance of ESG, Environmental Components (E), Climate Change Mitigation, Waste Management, Water & Resource Conservation, Social Component (S), Employee Welfare, Community Engagement, Human Rights & Diversity, Governance Component (G), Transparency & Accountability, Anti-Corruption Measures, Board Diversity & Leadership, ESG Ratings and Reporting, Challenges in Implementing ESG.	The Complete Book of Environmental, Social and Governance by Amitesh Agrahari	International Standards: Environmental social and governance MIT Courseware Industry Mapping:	10	4. Case Studies on ESGs

TEXT BOOK:

1. William B. Werther Jr. and David Chandler: Strategic Corporate Social Responsibility: Stakeholders in a Global Environment, Sage Publications, 2011 (Chapter: 1,2,3,4,7,8)
2. Sanjay K Agarwal, Corporate Social Responsibility in India, Sage Publications, 2008 (Chapter: 1, 3,5,6)
3. The Complete Book of Environmental, Social and Governance by Amitesh Agrahari
4. Sustainable Development Goals by Dr. Akhilesh A. Wao

REFERENCE BOOKS:

1. Wayne Visser, Dirk Matten, Manfred Pohl, Nick Tolhurst: The A to Z of Corporate Social Responsibility, Wiley
2. Mark S. Schwartz: Corporate Social Responsibility: An Ethical Approach, Broadview Press



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Syllabus and Lesson Plan for BBA Admission Batch 2023

Subject Name: Advertising and Sales Promotion

Credit: 6

Lecture Hours: 60

Subject Code: BBAMM602

Pre-requisite: Basic Knowledge of Marketing Management

[Study Material](#)

[Coursera](#)

[MIT Opencourseware](#)

[NPTEL](#)

[LinkedIn](#)

Course Objectives:

1. To introduce students to the communication concepts and concepts of advertising as a part of promotion mix tools with a view to enabling them to plan, create and implement good advertising
2. To explore, judge and evaluate the creative aspects of advertising in general and advertising appeal, advertising campaign & advertising media in their role in advertisement
3. To conceptualize the roles being played by the advertising agencies and to evaluate the inter-relationship between advertising & technological, social, economic & legal aspects
4. To introduce students to the concepts of sales promotion, theories, strategies, methods tools with a view to enabling them to frame effective sales promotion programs

Course Outcomes:

- CO1: Students would be proficient and knowledgeable about the various concepts of communication & advertising and its relation to Integrated Marketing Communication in a holistic manner
- CO2: Students would be equipped with knowledge of various models and frameworks to understand advertising campaign and advertising media
- CO3: Students would be able to analyze the role of advertising agencies in designing advertisement and would be able to explore the various technological, social, economic & legal aspects of advertising
- CO4: Students would be able to develop & apply the knowledge of and skill in developing & evaluating effective sales promotion programs

Detailed Syllabus:

Module number	Topic	Sub-topics	Textbook	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	Communication & Advertising	<u>Communication:</u> • Concepts, Nature, Features, Importance of communication • Types of Communication, • Advantages & Disadvantages • Communication Process • Elements of the Communication Process, • Application of the Communication process in Marketing, • Steps to develop effective Marketing Communication • Communication process models • Concept of Integrated Marketing Communication <u>Advertising as a Communication Mix Element:</u> • Nature, scope, purpose & Functions of Advertising • Types of advertising • Difference with Sales Promotion • Role of advertising in Indian economic and social development • Implications of Advertising • Advertising process • DAGMAR approach	Advertising and Sales Promotion, by Kazmi and Batra, Excel Books Chapters: 1, 2, 5, 6, 13 Advertising Management, by Batra, Myers and Aaker, 5th Edition, PHI Chapters: 1, 2, 3, 4	International Academia: https://www.kellogg.northwestern.edu/executive-education/individual-programs/online-programs/hpmc.aspx https://ocw.mit.edu/courses/15-810-marketing-management-analytics-frameworks-and-applications-fall-2015/pages/syllabus/	10	1. Case study Case 3.2: Alaska Refrigerators (Advertising and Sales Promotion, by Kazmi and Batra, Pg 263) 2. Case study on Advertising: “Diet Coke” (Advertising and Sales Promotion, by Kazmi and Batra, Pg 87)

		Advertising budget & budgeting approaches.				
2	Creative Aspects of Advertising & Media	<u>Creative Aspects of Advertising:</u> - Advertising appeals – concepts, types & roles - Advertisement copies and its components & types, - Copywriting - Advertising Campaign – concepts, types & planning, illustrations - The importance of creativity in advertising <u>Advertising Media:</u> - Types, characteristics, merits & demerits of different types of media - Media planning and scheduling - Selection of Media Category. - Role of media - Digital Media & Advertising	Advertising and Sales Promotion, by Kazmi and Batra, Excel Books Chapter: 18, 19, 20, 14, 15, 16, Advertising Management, by Batra, Myers and Aaker, 5th Edition, PHI Chapters: 12, 13, 14, 16, 17	International Academia: (https://www.kellogg.northwestern.edu/executive-education/individual-programs/online-programs/hpmc.aspx) https://ocw.mit.edu/courses/15-810-marketing-management-analytics-frameworks-and-applications-fall-2015/pages/syllabus/	14	1. Case Study on Ad-appeal Case 5.1: “Pearls Soap” (Advertising and Sales Promotion, by Kazmi and Batra, Pg 459) 2. Case Study on Media: Case 4.1: “Escape Store” (Advertising and Sales Promotion, by Kazmi and Batra, Pg 355)
3	Advertising Strategy & Trends in Advertising	<u>Advertising Agency:</u> - Concept, Types, Roles, Functions, Organization, and Importance - Relationship with clients and advertising department - Selection of Advertising Agency	Advertising and Sales Promotion, by Kazmi and Batra, Excel Books Chapter: 4, 3,	International Academia: (https://www.kellogg.northwestern.edu/executive-education/individual-programs/online-programs/hpmc.aspx)	8	1. Case Study on Advertising Agency Case 1.3: “Alex Worldwide” (Advertising

		<u>Impact of Advertising</u> • Measuring advertising effectiveness – Evaluation & Methods • Legal and ethical aspects of advertising • Regulation of advertising in India, ASCI <u>Technology & Advertising</u> • Applicability of AI & ML for Advertising	Advertising Management, by Batra, Myers and Aaker, 5th Edition, PHI Chapters: 15, 18, 19	https://ocw.mit.edu/courses/15-810-marketing-management-analytics-frameworks-and-applications-fall-2015/pages/syllabus/		and Sales Promotion, by Kazmi and Batra, Pg 91) 2. Case Study on Advertising Ethics Case 1.2 : “Real Juice Company” (Advertising and Sales Promotion, by Kazmi and Batra, Pg 89)
4	Sales Promotion	<u>Sales Promotion:</u> • Meaning, nature, and functions; • Importance of sales promotion & its role in marketing • Limitation of sales promotion; • Forms of sales promotion: consumer-oriented, trade-oriented & sales force-oriented sales promotion • Sales Promotion Schemes: • Developing & evaluating sales promotion programs, • Integration of Sales Promotion with advertising • AI in Sales Promotion	Advertising and Sales Promotion, by Kazmi and Batra, Excel Books Chapters: 22, 23, 24, 25, 26	International Academia: (https://www.kellogg.northwestern.edu/executive-education/individual-programs/online-programs/hpmc.aspx) https://ocw.mit.edu/courses/15-810-marketing-management-analytics-frameworks-and-applications-fall-2015/pages/syllabus/	8	1. Case Study on Sales Promotion Case 6.1: “Close Up” (Advertising and Sales Promotion, by Kazmi and Batra, Pg 555)

Textbooks:

1. Advertising and Sales Promotion, by Kazmi and Batra, Excel Books (Chapters: 1, 2, 3, 4, 5, 6, 13, 14, 15, 16, 18, 19, 20, 22, 23, 24, 25, and 26)
2. Advertising Management, by Batra, Myers and Aaker, 5th Edition, PHI (Chapter: 1, 2, 3, 4, 12, 13, 14, 15, 16, 17, 18, 19)

Reference Books:

1. Advertising, Selling & Promotion by Ritu Narang, Pearson
2. Advertising: Principles and Practice, by Wells, Burnett and Moriarty, Pearson
3. Advertising Management: Concepts and Cases by Manendra Mohan, TMH Education
4. Advertising & Promotion—An Integrated Marketing Communications Perspective, George Belch, Michael Belch & Keyoor Purani, TATA McGraw Hill

Syllabus for BBA Admission Batch 2023

Subject Name: Advertising and Sales Promotion - Laboratory

Credit:2

Lecture Hours: 20

Subject Code: BBAMM692

Module number	Topic	Sub-topics	Textbook	Mapping with Industry and International Academia	Lecture Hours
1	Module I	Analyzing Advertisement (Print Ad or AV Ad)	Advertising and Sales Promotion, by Kazmi and Batra, Excel Books Advertising Management, by Batra, Myers and Aaker, 5th Edition, PHI	International Academia: (https://www.kellogg.northwestern.edu/executive-education/individual-programs/online-programs/hpmc.aspx) (https://docs.google.com/document/d/1TIuFWlhRVluyZ8wVzXksaz8RCtWJHDJW_891ISl6ia0/edit#heading=h.h8xo7bhice97) https://ocw.mit.edu/courses/15-810-marketing-management-analytics-frameworks-and-applications-fall-2015/pages/syllabus/	4
II	Module II	Making an advertisement for a product/service	Advertising and Sales Promotion, by Kazmi and Batra, Excel Books	International Academia: (https://www.kellogg.northwestern.edu/executive-education/individual-programs/online-programs/hpmc.aspx) (https://docs.google.com/document/d/	12

			Advertising Management, by Batra, Myers and Aaker, 5th Edition, PHI	/1TIuFWlhRVIuyZ8wVzXksaz8RCtWJHDJW_891ISl6ia0/edit#heading=h.h8xo7bhice97) https://ocw.mit.edu/courses/15-810-marketing-management-analytics-frameworks-and-applications-fall-2015/pages/syllabus/	
III	Module III	Writing Case on Integrated Marketing Communication	Advertising and Sales Promotion, by Kazmi and Batra, Excel Books Advertising Management, by Batra, Myers and Aaker, 5th Edition, PHI	International Academia: (https://www.kellogg.northwestern.edu/executive-education/individual-programs/online-programs/hpmc.aspx) (https://docs.google.com/document/d/1TIuFWlhRVIuyZ8wVzXksaz8RCtWJHDJW_891ISl6ia0/edit#heading=h.h8xo7bhice97) https://ocw.mit.edu/courses/15-810-marketing-management-analytics-frameworks-and-applications-fall-2015/pages/syllabus/	4

****Submitted by Prof. (Dr.) Dibyendu Chattaraj and Prof. Joysri Datta, BBA Department, IEM Saltlake Campus**



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Syllabus for BBA Admission Batch 2023

Subject Name: Rural Marketing & Digital Innovation

Credit: 4

Lecture Hours: 40

Subject Code: BBAMM603

Pre-requisite: Basic Knowledge of Management

[Study Material](#)

[COURSERA](#)

[MIT Open Courseware](#)

[NPTEL](#)

[LinkedIn Learning](#)

COURSE OBJECTIVES:

1. To provide a comprehensive understanding of rural marketing concepts, models, and strategies while examining the rural marketing environment and its implications for effective decision-making.
2. To analyze rural consumer behavior, explore market research tools, and develop effective segmentation, targeting, and positioning strategies for rural markets.
3. To develop strategic approaches for product, pricing, distribution, and promotion in rural markets, while exploring rural retailing, consumer products, services, and social marketing.

4. To explore the future of rural marketing, focusing on innovative technologies, AI-driven strategies, sustainability, and digital transformation for rural market development.

COURSE OUTCOMES:

CO1: Understand and apply key rural marketing concepts, models, and strategies, while assessing the rural environment for informed decision-making.

CO2: Analyze rural consumer behavior and utilize market research techniques to effectively segment, target, and position products in rural markets.

CO3: Formulate strategic plans for product development, pricing, distribution, and promotional activities tailored to the unique challenges of rural markets.

CO4: Demonstrate the ability to leverage innovative technologies, including AI and digital tools, to drive sustainable growth and transformation in rural marketing.

Module number	Topic	Sub-topics	Text Book as per Syllabus	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1.	Introduction to Rural Marketing	Rural marketing: Definition, Nature, Scope; Approach Decision; Rural marketing models- Trickle Down Approach, Undifferentiated Approach, Differentiated Approach, Bottom-of-the-pyramid marketing; Rural marketing environment- Social, Economic, Political and Technological Development initiatives Implications of rural marketers.	Rural Marketing, Text and Cases, 2nd Edition: CSG Krishnamacharyulu, Lalitha Ramakrishnan, Dorling Kindersley (India), Pvt. Ltd Chapter: 1,2	<i>International Academia:</i> https://ocw.mit.edu/courses/15-810-marketing-management-analytics-frameworks-and-applications-fall-2015/pages/lecture-notes/ <i>Industry Mapping:</i> Understanding rural mobility and different consumer behavior patterns in the rural business market.	8	Case study on understanding Rural economy 1. Case Title : Dakseva, Janaseva (Rural Marketing, Text and Cases, 2nd Edition: CSG Krishnamacharyulu, Lalitha Ramakrishnan, Dorling Kindersley (India), Pvt. Ltd, Chapter-2, Page no- 77 to 78) 2. Case Title : Rural outsourcing- The case of ROPE (Rural Marketing, Text and Cases, 2nd Edition: CSG Krishnamacharyulu, Lalitha Ramakrishnan, Dorling Kindersley (India), Pvt. Ltd, Chapter-2, Page no- 78 to 80)

2	Rural Consumer Behaviour & Market Research	Rural consumer growth- Buying behavior, Buyer characteristics, Decision making model of consumer; Approaches and tools of marketing research- Cases for innovation, Sources of information, Rural vs Urban marketing; Selecting market, Bases of segmentation, Emerging segments, Effective segmentation strategy, Targeting and positioning strategy for Rural Market.	Rural Marketing, Text and Cases, 2nd Edition: CSG Krishnamacharyulu, Lalitha Ramakrishnan, Dorling Kindersley (India), Pvt. Ltd Chapter: 4,5,6	International Academia: https://ocw.mit.edu/courses/15-810-marketing-management-analytics-frameworks-and-applications-fall-2015/pages/lecture-notes/ Industry Mapping: Conducting rural market research to understand product segment and positioning in the market.	12	Case study on understanding Rural Consumer and the tools & techniques of rural market research 1. Case Title : Rural market survey (Rural Marketing, Text and Cases, 2nd Edition: CSG Krishnamacharyulu, Lalitha Ramakrishnan, Dorling Kindersley (India), Pvt. Ltd, Chapter-4, Page no- 177 to 178) 2. Case Title : Pharma surveys rural (Rural Marketing, Text and Cases, 2nd Edition: CSG Krishnamacharyu
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						lu, Lalitha Ramakrishnan, Dorling Kindersley (India), Pvt. Ltd, Chapter-4, Page no- 178 to 179)
3	Managing strategy for rural market	Product strategy for rural market- Product classification, Product design decisions, Brand building & PLC strategies; Pricing strategy for rural market- Pricing objectives, Pricing strategy in rural vs urban market, Pricing for different segments; Distribution strategy for rural market- Distribution practices in rural market, Distribution trends, Rural logistics, Direct vs Indirect Distribution decision. Promotional strategy for rural market- IMC for rural market, Objectives, Challenges, Communication process and Media, Rural Advertising Rural Retailing- Organised rural retailing, Types of outlets, Rural malls, Retailing by urban players, PPP model, E-Retailing, Training of retailers.	Rural Marketing, Text and Cases, 2nd Edition: CSG Krishnamacharyulu, Lalitha Ramakrishnan, Dorling Kindersley (India), Pvt. Ltd Chapter: 7,8,9,10,11	International Academia: https://ocw.mit.edu/courses/15-810-marketing-management-analytics-frameworks-and-applications-fall-2015/pages/lecture-notes/ Industry Mapping: Understanding integrated marketing communication process for	10	Case study on understanding Rural market strategy 1. Case Title : Maruti's game plan (Rural Marketing, Text and Cases, 2nd Edition: CSG Krishnamacharyulu, Lalitha Ramakrishnan, Dorling Kindersley (India), Pvt. Ltd, Chapter-11, Page no- 396)

		Marketing of consumer products, marketing of services, social marketing, agricultural marketing, organic farming and rural industrial products.		rural products.		2. Case Title : Nirma in Dilemma (Rural Marketing, Text and Cases, 2nd Edition: CSG Krishnamach aryulu, Lalitha Ramakrishna n, Dorling Kindersley (India), Pvt. Ltd, Chapter- 8, Page no- 295)
4	Managing innovative technologies for rural market development	Future of Rural Marketing- Change in patterns, Social aspects, Emerging segments, Rural tourism, Sustainability Marketing, Digitizing Rural India Marketing of Rural Industry Products- Development measures, export marketing, role of NGO's, marketing of rural tourism. Social rural marketing- Conceptual framework of rural marketing, National Health Rural Mission, Pharma and health care marketing. Learning from real case studies-	Rural Marketing, Text and Cases, 2nd Edition: CSG Krishnamacharyulu, Lalitha Ramakrishnan, Dorling Kindersley (India), Pvt. Ltd Chapter: 3, 15, 17, 18	International Academia: https://ocw.mit.edu/courses/15-810-marketing-management-analytics-frameworks-and-applications-fall-2015/pages/lecture-notes/	10	Case study on understanding future of rural market Case Title : Godrej Focuses on Rural Markets (Rural Marketing, Text and Cases, 2nd Edition: CSG Krishnamacharyulu, Lalitha

		Case of HUL-Project Shakti Case of CFCL- Uttam Bandhan Case of ITC- e-Choupal Case of Colgate- Education Case of HLL- Social Marketing		Industry Mapping: Understanding digital technology adoption in the rural market and creating strategies to evolve digitally in the market.	Ramakrishnan, Dorling Kindersley (India), Pvt. Ltd, Chapter- 3, Page no-106 to 107) Case Title : Insurance takes a new path (Rural Marketing, Text and Cases, 2nd Edition: CSG Krishnamacharyulu, Lalitha Ramakrishnan, Dorling Kindersley (India), Pvt. Ltd, Chapter- 18, Page no-539 to 540)
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***Submitted by Prof. (Dr.) Rabin Mazumder, IEM Saltlake Campus ***

TEXTBOOK:

- Rural Marketing, Text and Cases, 2nd Edition: CSG Krishnamacharyulu, Lalitha Ramakrishnan, Dorling Kindersley (India), Pvt. Ltd (**Chap 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 15, 17, 18**)

REFERENCE BOOK:

- Rural Marketing 3/e by Pradeep Kashyap, Pearson India.
- Rural Marketing: R.V. Badi, N.V. Badi, Himalaya Publishing House, Ramdoor, Dr. Bhalerao Marg, Girgaon, Mumbai-400004.



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Subject Name: Green Marketing

Credit: 4

Lecture Hours: 40

Subject Code: BBAMM604

Pre-requisite: Marketing Management

Relevant Links:

[Study Material](#)

[Course Era](#)

[NPTEL](#)

[LinkedIn Learning](#)

[Infosys Springboard](#)

COURSE OBJECTIVES:

1. To make the students understand the importance of green marketing on consumer satisfaction and environmental safety.
2. To help students understand the value of Green Marketing and Sustainable Development in enhancing the corporate image.
3. To introduce the fundamentals of Societal Marketing with emphasis on the “social”, “cause” and “values-based” marketing.
4. To emphasize the need for a new strategic decision-making approach within a firm based on the Societal Marketing Orientation.

COURSE OUTCOMES:

- CO1: Learn the fundamental concepts of ‘sustainability’ & ‘going green’.
- CO2: Understand the value of Green Marketing and Sustainable Development in enhancing the corporate image.
- CO3: Be able to apply the fundamentals to understand how to reach to the ‘Perceived choice’ – consumer’s purchase decision, producer’s decision.
- CO4: Be able to analyze the relevance of shift into a green product.

Module number	Topic	Sub-topics	Text Book	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	Environment and Consumption	- Climate change, Human activity and its impact on water, land, atmosphere, Bio-diversity - Understanding the Sustainability Challenge: The Systemic Level - Understanding the Sustainability Challenge: The Business Level - Why Corporate Sustainability? Assessing the Strategic Opportunity - Seizing the Strategic Opportunity: Managing Sustainability Transitions across Business Functions - Transitioning Organizations to Sustainable Enterprises: Developing the Road-Map	Text Book 1: (Chapter 1, 2)	International Academia: Syllabus U-Lab: Leading Profound Innovation for a More Sustainable World Sloan School of Management MIT OpenCourseWare Industry Mapping: Environmental Concerns	10	Case study: Chapter 21. Socially Responsible Marketing, TATA Trust. Page 480. Marketing Management, Kotler et al., Pearson publication.
2	Introduction to Green Marketing	- Why Be “Green”? - How to be green?: - Environmental strategy - Looking back and looking ahead in green business 3Ps	Text Book 1	International Academia: Industry Mapping:	10	
3	Sustainable Marketing Practices	- Sustainability and Consumption - Sustainable Product Design Sustainable Value Chains & Communications - Market Research Sustainable Value Chains and Communications - Bottom-Up approach	Text Book 2 (Chapter 3, 4)	International Academia: Global Climate Change: Economics, Science, and Policy Sloan School of Management MIT OpenCourseWare Industry Mapping: Understanding of Sustainable Practices		Nandy foundation. Page no.487. Marketing Management, Kotler et al., Pearson publication.

4	Strategic Business Dimensions	• Market segmentation • Strategic Issues – LOHAS, Lean green, Reverse marketing • Strategic Options – Green Spinning, Green Washing & Green Selling, Green branding • 4Rs • Environmental Interest Groups • Differences across Industries Around the World • How to develop a sustainability strategy • Case studies in environmental strategy	Text Book 2 (C hapter 4, 5)			Levi's jeans-made of garbage. Page no. 491. Marketing Management, Kotler et al., Pearson publication.
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Prepared By: Prof. (Dr.) Soumik Gangopadhyay & Prof. (Dr.) Shweta Kishore

TEXT BOOK:

- Green Marketing Management, Robert Dahlstrom. # South-Western College Pub; ISBN: 978-0324789140
- Green Marketing- Pavnesh Kumar - Zorba book publisher.

REFERENCE BOOKS:

Cases, available from Harvard Business Publishing.

- "Bp and Corporate Greenwash" (Prod. #: 905C10-PDF-ENG).
- "Method: Sustainable Design for the Home as Corporate Strategy" (Prod. #:UV0812- PDF ENG)
- "Cradle-to-Cradle Design at Herman Miller: Moving Toward Environmental Sustainability" (Prod. #: 607003-PDF-ENG)
- "Shaklee Corporation: Corporate Social Responsibility" (Prod #:509031-PDF-ENG)
- "Anatomy of a Corporate Campaign: Rainforest Action Network and Citigroup" (Prod. #: P42BPDF-ENG).
- Green Marketing - Dr. Monica Loss - Global vision publisher.



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Subject Name: Green Marketing - Laboratory

Credit: 2

Lecture Hours: 20

Subject Code: BBAMM694

Pre-requisite: Marketing Management

Module number	Topic	Sub-topics	TextBook	Mapping with Industry and International Academia	Lecture Hours
1	Analyzing the Green Marketing practices of various Organizations	• Hero Group • Coca Cola • Tata Group • Patagonia • Starbucks • Zomato • IKEA • Timberland • The Bodyshop • Mamaearth	Text Book 1: (Chapter 8, 10)	International Academia: Syllabus U-Lab: Leading Profound Innovation for a More Sustainable World Sloan School of Management MIT OpenCourseWare Industry Mapping: Environmental Concerns	10 Hours
2	Practices	• Promotional campaign design (Green Walk)	Text Book 1:	Impact assessment among stakeholders (Peer and other analysis)	10 Hours

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TEXT BOOK:

- 1. Green Marketing Management, Robert Dahlstrom. # South-Western College Pub; ISBN: 978-0324789140
- 2. Green Marketing- Pavnesh Kumar - Zorba book publisher.

REFERENCE BOOKS:

- Cases, available from Harvard Business Publishing.
- "Bp and Corporate Greenwash" (Prod. #: 905C10-PDF-ENG).
- "Method: Sustainable Design for the Home as Corporate Strategy" (Prod. #:UV0812- PDF ENG)
- "Cradle-to-Cradle Design at Herman Miller: Moving Toward Environmental Sustainability" (Prod. #: 607003-PDF-ENG)
- "Shaklee Corporation: Corporate Social Responsibility" (Prod #:509031-PDF-ENG)
- "Anatomy of a Corporate Campaign: Rainforest Action Network and Citigroup" (Prod. #: P42BPDF-ENG).
- Green Marketing - Dr. Monica Loss - Global vision publisher.

Lesson Plan
Module 1

Green Marketing

BBAMM604

Day	Lesson
Day 1	Introduction to Climate Change and Human Activity - Overview of Climate Change and Global Environmental Crisis - Human Activities Driving Environmental Change (Industrialization, Deforestation, etc.) - Impact on Water, Land, Atmosphere, and Biodiversity
Day 2	Understanding the Sustainability Challenge: The Systemic Level - Systemic Thinking: The Interconnectedness of Ecosystems, Economies, and Societies - Complex Global Challenges: Resource Depletion, Pollution, Inequality, etc. - Long-term Sustainability: Developing Systemic Solutions for Global Challenges
Day 3	Understanding the Sustainability Challenge: The Business Level - Business Impact on Sustainability: How Businesses Contribute to Environmental and Social Issues - Corporate Responsibility in Sustainability (Resource Management, Waste, Ethical Practices) - Stakeholder Expectations: Understanding Accountability to Consumers, Governments, and Investors
Day 4	Why Corporate Sustainability? Assessing the Strategic Opportunity - Strategic Value of Sustainability: Why It Should Be Integrated into Core Business Strategy - Gaining Competitive Advantage Through Sustainability (Brand Loyalty, Cost Efficiency, Innovation) - Risk Management: Mitigating Risks Related to Sustainability Challenges (Regulatory, Reputational, etc.)
Day 5	Seizing the Strategic Opportunity: Managing Sustainability Transitions across Business Functions - Integrating Sustainability Across All Business Functions: Operations, Marketing, HR, and Finance - Cross-Functional Collaboration for Sustainability Initiatives - Tools and Frameworks for Managing Transitions (Circular Economy, Green Supply Chains, Sustainable Design)
Day 6	Transitioning Organizations to Sustainable Enterprises: Developing the Roadmap - Steps to Developing a Sustainability Roadmap: Vision, Goals, and Action Plans - Setting Benchmarks, KPIs, and Metrics to Track Sustainability Progress - Scaling Sustainability Efforts: From Pilot Projects to Company-Wide Initiatives - Engaging Employees and Stakeholders in the Sustainability Journey

Module 2

Day	Lesson
	Why Be “Green”?

Day 1	- Understanding the Importance of Environmental Responsibility in Business
Day 2	How to Be Green? - Green Product Development: Sustainable Design, Eco-friendly Materials, and Energy-efficient Processes - Sustainable Marketing: Communicating Green Products and Practices to Consumers - Certifications and Labels: Understanding Eco-Certifications and Their Impact on Consumer Trust
Day 3	Environmental Strategy - Integrating Sustainability into Business Strategy and Core Operations - Creating an Environmental Strategy: Goals, Implementation, and Measurement - Case Studies of Successful Environmental Strategies in Business
Day 4	Looking Back and Looking Ahead in Green Business - Historical Evolution of Green Business and Marketing - Key Milestones and Innovations in Green Business Practices - Future Trends in Green Business and the Role of Technology, Policy, and Consumer Behavior
Day 5	The 3Ps (People, Planet, Profit) - Understanding the Triple Bottom Line: Balancing Social, Environmental, and Economic Impacts - How Businesses Can Integrate People, Planet, and Profit into Their Operations - Case Examples of Companies Successfully Implementing the 3Ps Model

Module 3

Day	Lesson
Day 1	Sustainability and Consumption - Understanding the Relationship Between Sustainability and Consumer Behavior - The Impact of Consumption Patterns on the Environment and Society - Strategies for Encouraging Sustainable Consumption Through Marketing
Day 2	Sustainable Product Design - Principles of Sustainable Product Design: Eco-friendly Materials, Resource Efficiency, and Product Lifecycle

	- Eco-Innovation: Creating Products with Minimal Environmental Impact - Case Studies on Successful Sustainable Product Designs
Day 3	Sustainable Value Chains & Communications - Understanding Sustainable Value Chains: Sourcing, Production, Distribution, and End-of-Life Management - Communicating Sustainability Across the Value Chain to Consumers and Stakeholders - Greenwashing vs. Genuine Sustainability: Ensuring Credibility in Sustainability Claims
Day 4	Market Research - The Role of Market Research in Understanding Consumer Preferences for Sustainable Products and Practices - Methods for Conducting Sustainability-Focused Market Research (Surveys, Focus Groups, Consumer Behavior Analysis) - Using Market Insights to Drive Sustainable Marketing Strategies
Day 5	Bottom-Up Approach - The Bottom-Up Approach in Sustainable Marketing: Involving Employees, Consumers, and Communities - Empowering Stakeholders to Drive Sustainable Change Through Grassroots Initiatives - Case Studies of Bottom-Up Sustainable Marketing Approaches in Action

Module 4

Day	Lesson
Day 1	Market Segmentation - Understanding Market Segmentation: Dividing Consumers Based on Demographics, Psychographics, and Behavior - The Role of Sustainability in Market Segmentation: Identifying Green Consumer Segments (e.g., LOHAS, Eco-conscious) - Tailoring Sustainable Products and Marketing to Different Consumer Segments
Day 2	Strategic Issues: LOHAS, Lean Green, Reverse Marketing - LOHAS (Lifestyles of Health and Sustainability): Targeting the Health-Conscious and Eco-Conscious Consumer Segments - Lean Green: Combining Environmental Sustainability with Lean Business Practices - Reverse Marketing: Encouraging Consumers to Return or Recycle Products

Day 3	Strategic Options: Green Spinning, Greenwashing & Green Selling, Green Branding - Green Spinning: Creating the Appearance of Sustainability Without Substantial Change - Greenwashing vs. Green Selling: Ethical Marketing Practices vs. Misleading Environmental Claims - Green Branding: Building a Sustainable Brand Identity and Leveraging Green Marketing for Competitive Advantage
Day 4	4Rs (Reduce, Reuse, Recycle, Recover) - Overview of the 4Rs and Their Application in Sustainable Business Practices - Strategies for Implementing the 4Rs in Product Development, Packaging, and Operations - Case Studies of Companies Successfully Using the 4Rs
Day 5	Environmental Interest Groups - Role of Environmental Interest Groups in Influencing Business Practices and Consumer Behavior - Understanding Different Types of Environmental Groups (NGOs, Advocacy Groups, Certification Bodies) - Collaborating with Environmental Groups for Better Sustainability Outcomes