

LSC Use Only Proposal No:	UWUCC Use Only Proposal No: 10-47
LSC Action-Date:	UWUCC Action-Date: AP-3/1/11 Senate Action Date: App-4/19/11

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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Proposing Department/Unit Marketing	Phone 7-2113 and 7-5774

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

☒ New Course ☐ Course Prefix Change ☐ Course Deletion

☐ Course Revision ☐ Course Number and/or Title Change ☐ Catalog Description Change

Current course prefix, number and full title: _____

Proposed course prefix, number and full title, if changing: MKTG 444 / 544 Green Marketing Proposal for creating New Dual Level Course

2. Liberal Studies Course Designations, as appropriate

☐ This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

☐ Liberal Studies Learning Skills ☐ Liberal Studies Knowledge Area ☐ Liberal Studies Capstone ☐ Liberal Studies Elective

☐ Liberal Studies Competency-Across-the-Curriculum (please mark the CAC(s) for which the course is intended)

☐ Global Citizenship ☐ Information Literacy ☐ Oral Communication

☐ Quantitative Reasoning ☐ Scientific Literacy ☐ Written Communication

3. Other Designations, as appropriate

☐ Honors College Course ☐ Other: (e.g. Women's Studies, Pan African)

4. Program Proposals

☐ Catalog Description Change ☐ Program Revision ☐ Program Title Change ☐ New Track

☐ New Degree Program ☐ New Minor Program ☐ Other

Current program name: _____

Proposed program name, if changing: _____

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)	<i>[Signature]</i>	09/24/10
Department Chairperson(s)	<i>[Signature]</i>	09/24/10
College Curriculum Committee Chair	<i>[Signature]</i>	10/5/10
College Dean	<i>[Signature]</i>	10/5/2010
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signatures (with title) as appropriate:		
UWUCC Co-Chairs	<i>Gail Sechrist</i>	3-28-11

big to grad school 4-4-11

B. Proposal Format and Content

B1. Graduate Curriculum Authorization Form (Appendix D)

Attached as cover page.

B2. Course Description and Particulars

a. Attachments:

- i. **Course Syllabus:** Attached
- ii. **Bibliography:** Provided in the attached syllabus of record

b. **Rationale:** Green Marketing has become an important aspect of marketing management. Green Marketing practices have evolved as an essential component for an organization's viability in the marketplace. Inclusion of this course within a curriculum will better prepare students for a marketing career. This course will be one of the electives for the Marketing Concentration part of the MBA program. The four hundred level of the course will be offered as an elective for undergraduate marketing majors. The course will require MKTG 603 Marketing Management, an MBA core course, as a prerequisite.

c. Other courses or programs:

- (i) The course content will not overlap with any course offered by other departments.
- (ii) No other department is planning to use this course as a requirement or elective.

d. **Variable credit:** This course will be not offered on a variable credit

e. **Teaching Plans:** It will be primarily a lecture-based course and will be taught by one instructor.

f. **Special Topics:** This course has not been offered as a Special Topics class.

g. **Comparisons:** Attached

h. **Standards:** The Association to Advance Collegiate Schools of Business – International (AACSB) recommends, but does not require, this course in its accreditation standards.

B3. Implementation

- a. **Resources:** The corresponding proposed undergraduate course may be offered once a year. This offering may be rotated with other electives – no additional resources will be necessary. The dual listed course may follow the same pattern without impacting any resource issue
- b. **Frequency:** The course may be offered once a year as a dual-level course.
- c. **Enrollment:** About 35 students. There are not additional constraints on class size.

B4. Catalog Description

Attached

B5. Logistics

- a. **START TERM:** Fall 2011
- b. The registrars office has confirmed that the course number is available.
- c. CIP code is 999999.
- d. CATALOG TERM is Fall 2011.

B6. Miscellaneous None

SYLLABUS OF RECORD

MKTG 444: Green Marketing 3 class hours, 0 lab hours, 3 credits (3c-0l-3cr)

Prerequisite: MKTG 320 Principles of Marketing

MKTG 544: Green Marketing 3 class hours, 0 lab hours, 3 credits (3c-0l-3cr)

Prerequisite: MKTG 603 Marketing Management

I. Catalog Description:

Prerequisite: MKTG 444 (MKTG 320 Principles of Marketing)

Prerequisite: MKTG 544 (MKTG 603 Marketing Management)

Entails a diverse perspective to understanding the impact of human consumption on the environment and development of marketing strategies to improve the human-environment interaction through creation, communication, and delivery of superior value and customer relationship management.

II. Course Outcomes:

Upon completion of the course students will be able to:

MKTG 444

1. Explain Green Marketing and its importance to the environment from the perspective of consumers, businesses, and other stakeholders.
2. Demonstrate sufficient knowledge of the current state of the environment resulting from past and current practices of human consumption.
3. Analyze and discuss issues pertaining to the planning, development, and implementation of Green Marketing strategies to enhance the positive effects of human consumption on the environment.
4. Demonstrate evidence of a comprehensive understanding of evolving green consumer segments and how marketers are responding to their needs.

The primary course outcomes will be achieved through lectures, assigned readings, a group project, and exams. These outcomes will be integrated throughout the course as described in the course outline and evaluation methods provided below.

MKTG 544

In addition to the above:

5. Each graduate student will author a major research paper that will identify, evaluate, and analyze the green marketing practices for three major organizations.
6. Each graduate student will demonstrate knowledge of current theoretical and applied research in the field of Green Marketing.

III. Course Outline:

- A. An Overview of Green Marketing (3 Hours) (Outcomes 1, 2, 3)**
- Introduction to green marketing
 - Why study green marketing?
 - Green marketing stakeholders
 - Ethics and Social Responsibility for Green Marketing
 - Influences and Significance of Ethics for Green Marketing
- B. An Overview of Strategic Green Planning (4 Hours) (Outcomes 1, 2, 3)**
- Green Marketing planning
 - Incorporating green perspective into the mission statement
 - Integrating a green mission into objectives, strategy, and marketing tactics
 - The interaction between strategy and the environment
 - Delivering value to all stakeholders
- C. The Environment and Consumption (5 Hours) (Outcomes 1, 2, 3, 4)**
- Discuss the interaction between the environment and consumption
 - Human influences on climate change, atmosphere, water, land, and biodiversity
 - Identify marketing actions designed to influence the supply and demand for energy, reduce climate change, and human impact on the atmosphere, water, land, and biodiversity

Exam One

- D. The Role of Household Consumption (5 Hours) (Outcome 4)**
- Influences of households on energy consumption
 - Consumer decision-making process
 - Sustainable marketing action designed to influence pre-purchase decisions, purchases, consumption, and post-purchase decisions
- E. Discovering Green Marketing Value via Market Analysis (5 Hours) (Outcomes 3, 4, 5)**
- Market segmentation, target marketing, and market positioning
 - Communicating Green Marketing value
 - Integrated Green Marketing communications--message strategy, green branding, certification labeling, and demarketing

Group Project Phase One

- F. Creating Value with Green Marketing Innovations (5 Hours) (Outcomes 3, 4, 6)**
- Product and process innovation frameworks -- idea generation, preliminary assessment, business case preparation, product development, test market and validation, commercialization, and follow-up
 - Green Marketing innovators
 - Green Marketing adoption

Exam Two

G. Delivering Value via Green Marketing Supply Cycle Strategies (5 Hours) (Outcomes 3, 5, 6)

- Delivering value in retailing and distribution
- The role of retailing in supply cycles and logistic needs
- Marketing sustainable product lines
- Marketing sustainable consumption
- Diagnosing the elements of sustainable supply cycles
- Benefits of sustainable supply cycles
- Sustainable logistics. ISO 14000

H. Green Marketing Pricing Strategies (5 Hours) (Outcomes 3, 5, 6)

- Internal pricing constraints
- Pricing objectives and strategies
- Customer supply and demand
- Price elasticity
- Legal constraints
- Competitive Action

I. Development of an Integrated Green Marketing Framework (5 Hours) (Outcomes 3, 4, 5, 6)

- Implementation of Green Marketing strategies
- Feedback and control
- Measuring performance and taking corrective action
- Green Marketing future trends
- Career opportunities in Green Marketing

Group Project Phase Two

Exam Three (To be held during final exam week) (2 Hours)

IV. Evaluation Methods:

The final grade will be determined as follows:

MKTG 444 (Undergraduate Students)

60% Three Exams -- two exams during the semester and a third during exam week. Each test will consist of multiple choice type and short answer questions pertaining to class discussions and assigned readings. (20% each exam) (Individual Activity)

30% Group Project -- to be completed in two phases during a semester. During the first phase, students will examine various consumption/environment scenarios and their impact on the environment, and submit their reports during the middle of semester. Based upon the ideas and comment presented in phase I, students will complete phase II of the project and offer green marketing strategies pertaining to product, communication, distribution, and pricing to address Green Marketing concerns. Student group reports will be submitted at the end of the semester. (Group Activity)

10% Class Participation -- Class participation will be strongly encouraged. Ideas, thoughts, and opinions presented by the student during class discussions will be the primary basis for this grade. Students will reflect on various perspectives and provide critical thinking regarding relevant issues for class discussions.
(Individual Activity)

MKTG 544 (Graduate Students)

30% Three Exams -- two exams during the semester and a third during exam week. Each test will consist of multiple choice type and short answer questions pertaining to class discussions and assigned readings. (10% each exam) (Individual Activity)

30% Group Project -- to be completed in two phases during a semester. During the first phase, students will examine various consumption/environment scenarios and their impact on the environment, and submit their reports during the middle of semester. Based upon the ideas and comment presented in phase I, students will complete phase II of the project and offer green marketing strategies pertaining to product, communication, distribution, and pricing to address Green Marketing concerns. Student group reports will be submitted at the end of the semester. (Group Activity)

30% Research Paper -- to be completed by the end of the semester. Each graduate student will author a major research paper that will identify, evaluate, and analyze the green marketing practices for three major organizations based upon the theories and models discussed in class. The critical analysis will include at a minimum a situation analysis, mission statement, marketing objectives and strategies, and green marketing activities for each organization. (Individual Activity)

10% Class Participation -- Class participation will be strongly encouraged. Ideas, thoughts, and opinions presented by the student during class discussions will be the primary basis for this grade. Students will reflect on various perspectives and provide critical thinking regarding relevant issues for class discussions.
(Individual Activity)

V. Grading Scale:

Sample grading scale:

MKTG 444: A: $\geq 90\%$ B = 80-89% C = 70-79% D = 60-69% F <60%

MKTG 544: A: $\geq 90\%$ B = 80-89% C = 70-79% F <70%

VI. Attendance Policy:

IUP attendance policy will be followed.

VII. Required Textbook:

Dahlstrom, Robert, (2010), Green Marketing Management, Cengage Learning, Florence, KY.

VIII. Special resource requirements:

None

IX. Bibliography:

Books:

Boush, David, Friestad, Marian, and Wright, Peter, (2009), Deception In The Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection, Psychology Press.

Esty, Daniel and Andrew Winston, (2009), Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create value, and Build Competitive Advantage, John Wiley & Sons, New Jersey, NJ.

Grant, John, (2007), The Green Marketing Manifesto, John Wiley & Sons, New Jersey, NJ.

Ottman, Jacquelyn A., (2011), The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding, Berrett-Koehler Publishers, New York, NY.

Sassatelli, Roberta, (2007), Consumer Culture: History, Theory, and Politics, London, Sage.

Journal Articles:

Carrier, J. and Heyman, J, (1997), "Consumption and The Political Economy", Journal of the Royal Anthropological Institute, 3,2, 355-373,

Chen Yu-Shan (2010), "The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust", Journal of Business Ethics, 93 (2), 307-319.

Czinkota, Michael R. and Charles J. Skuba (2009), "Rise of Consumers", Marketing Management, 18 (5), 10-11.

Friedman, Monroe, (2007) "The Consumer Culture Research Landscape", The Consumer Culture Research Landscape, 30:1, 1-5.

Gabriel, Yiannis and Lang, Tim, (2008) "New Faces and New Masks of Today's Consumer", Journal of Consumer Culture, 8, 3, 321-340.

Kilbourne, William (1998), "Green Marketing: A Theoretical Perspective", Journal of Marketing Management, 14 (6), 641-655.

Mendleson, Nicola, (1995) "Using Strategic Alliances to Develop Credible Green Marketing", Journal of Consumer Marketing, Vol. 12 (2), 15-19.

Peattie, Ken, (2001), "Towards Sustainability: The Third Age of Green Marketing", Marketing Review, 2 (2), 129-146.

- Peattie, Ken and Andrew Crane (2005), "Green marketing: legend, myth, farce or prophesy?", Qualitative Market Research, 8 (4), 357-370.
- Polonsky, M. J. (2001), "Reevaluating Green Marketing: A Strategic Approach," Business Horizons, 44 (5), 21-30.
- Prakash, Aseem (2002), "Green Marketing, Public Policy, and Managerial Strategies", Business Strategy and Environment, 11 (5), 285-297.
- Rex, Emma and Henrikke Bauman (2007), "Beyond Ecolabels: What Green Marketing can Learn from Conventional Marketing," Journal of Cleaner production, 15 (6), 567-576.
- Trentmann, Frank, (2009) "Crossing Divides: Consumption and Globalization in History", Journal of Consumer Culture, 19, 2, 187-220.
- Srivastava, Samir K. (2007), "Green Supply-Chain Management: A State-of the-Art Literature Review", International Journal of Management Reviews, 9 (1), 53-80.
- Stephen W. McDaniel, David H. Rylander, (1993) "Strategic Green Marketing", Journal of Consumer Marketing, Vol. 10 (3), 4 – 10.

Course Analysis Questionnaire

A. Details of the Course

- A1. This course will serve as a controlled elective for students in the BS in Marketing Program and the 500 level will serve as one of the electives in the Marketing Concentration of the MBA Program. This course is not intended to be a Liberal Studies course.
- A2. This course does not require changes in any other course in the department.
- A3. This course has not been offered yet.
- A4. This course is intended to be dual level.
- A5. This course is not to be taken for variable credit.
- A6. Similar courses are offered at the following institutions, among others:
(See attachments)
- Park University, Parkville, MO
Monterey Institute of International Studies, Monterey, CA
Griffith University, Australia
- A7. No professional society, accrediting authority, law or other external agency recommends or requires the content or skills of this proposed course. However, due to the increasing importance of Green Marketing, accredited undergraduate marketing and graduate MBA programs are beginning to offer similar elective courses.

B. Interdisciplinary Implications

- B1. This course will be taught by one instructor.

B2. The content of this course does not overlap with any other at the University.

B3. This course is not cross-listed.

B4. Necessary seats will be reserved for students from School of Continuing Education upon their request.

C. Implementation

C1. No new faculty member is required to teach this course. This course will be counted as one preparation and three hours of equated workload.

C2. Other resources:

- a. Current space allocations are adequate to offer this course.**
- b. No special equipment is needed for this course.**
- c. No laboratory supplies are necessary for this course.**
- d. Library holdings are adequate.**
- e. No travel funds are needed for this course.**

C3. No grant funds are necessary to provide supplementary materials.

C4. This course will be offered every other semester.

C5. One section will be offered at a time.

C6. Up to 35 students can be accommodated in this class.

C7. No professional society recommends enrollment limits or parameters for this course.

C8. This course does not involve the use of distance education.

D. Miscellaneous

No additional information is necessary.


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PARK UNIVERSITY

2010-2011 FALL

Convocation

WEDNESDAY, SEPTEMBER 22, 2010

NOON

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