

56S1-MARKEEKO

ECOLOGICAL MARKETING

ECTS: 3.0

HOURS PER SEMESTER/WEEK: LECTURES: 15/1; CLASSES: 30/2

FIELD OF THE STUDY: Environmental protection

Level of study: First-cycle (Engineer's degree) program

Course status: optional *

Year of the study: II

COURSE CONTENTS

LECTURES: Definitions of ecological marketing. Analysis of resources and the environment of enterprises, taking into account ecological aspects. Strategic planning as part of ecological marketing, pro-ecological changes in company management. Competitive strategies based on environmental protection. The importance of ecological marketing at the product design stage. The impact of environmental management systems supporting the introduction of ecological marketing in the company.

CLASSES: During the classes, students learn about the instruments used in building a company's marketing strategy based on ecological content.

EDUCATIONAL PURPOSE: Presentation of the ecological marketing strategy and instruments supporting the introduction of such a way of managing organizations.

LEARNING OUTCOMES

Knowledge. The student knows the principles of marketing strategies. The student characterizes the eco-marks available in Poland.

Skills. He can point out the differences between pro-ecological and conventional business management. He can apply working methods in the field of management and strategic planning. He is able to create develop a product management strategy based on the principles of ecological marketing.

Social competences. The student is convinced of the importance of sustainable development strategies. The student is aware of the connection between consumer decisions and the implementation of pro-ecological strategies in enterprises. The student is able to independently and in a group solve problems in the field of assessment of ecological aspects of production.

TEACHING FORMS AND METHODS

Lectures. Lecture with a presentation.

Classes. Individual work, small group work, case studies, discussion.

FORM AND CONDITIONS FOR VERIFICATION OF LEARNING OUTCOMES

Lectures. Passing the lectures in written form.

Classes. Colloquium in the form of a multiple-choice test.

BASIC LITERATURE

1) S. Zaremba (red), Marketing ekologiczny, Wyd. Wydawnictwo Akademii Ekonomicznej we Wrocławiu, 2004. 2) Kramer M., Strobel H., Buzek L., Międzynarodowe zarządzanie środowiskiem Operacyjne zarządzanie środowiskiem w aspekcie międzynarodowym i interdyscyplinarnym, Tom t.III, Wyd. wyd. C.H. Beck, Warszawa, 2005. 3) Adamczyk W, Ekologia wyrobów, Wyd. PWE, Warszawa, 2004.

ADDITIONAL LITERATURE

1) Hutt M.D., Speh T.W., Zarządzanie marketingiem. Strategia rynku dóbr i usług przemysłowych, Wyd. PWN, Warszawa, 1997. 2) Kotler Ph, Marketing, Wyd. Wyd. Rebis, Warszawa, 2005.

THE TEACHER/TEACHERS CONDUCTING THE CLASSES:

dr inż. Wojciech TRUSZKOWSKI wojciech.truszkowski@uwm.edu.pl

Department of Agrotechnology and Agribusiness

Oczapowskiego 8, 10-719 Olsztyn, POLAND