SUBJECT DATASHEET

Environmental Marketing

BMEGT42M418

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name
Environmental Marketing

ID (subject code)	BMEGT42M418

Type of subject
contact unit

Course types and lessons

Type	*Lessons*
Lecture	2
Practice	0
Laboratory	0

Type of assessment
mid-term grade

Number of credits
3

Subject Coordinator

Name	*Position*	*Contact details*
Csigéné Dr. Nagypál Noémi Éva	senior lecturer	csigene.noemi@gtk.bme.hu

Educational organisational unit for the subject
Department of Environmental Economics and Sustainability

Subject website
https://edu.gtk.bme.hu

Language of the subject
magyar- HU

Curricular role of the subject, recommended number of terms
Programme: **BSc in Environmental Engineering**
Subject Role: **Compulsory for the specialisation**
Recommended semester: **4**

Direct prerequisites

Strong	None
Weak	None
Parallel	Környezetmenedzsment/Environmental Management
Exclusion	None

Validity of the Subject Description
Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580251/13/2023 registration number. Valid from: 29.03.2023.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

To present the role of marketing among environmental management techniques-methods. To highlight the position and role of environmental marketing in case of market oriented organisations. To prepare the student to system integrative way of thinking. To gain experience in the formulation of organisational environmental marketing concept.

Academic results

Knowledge

1. The student knows the organizational and motivational tools and methods related to management, as well as the legislation required for the practice of the profession.
2. The student knows the promotion and opinion-forming methods related to environmental engineering activities.

Skills

1. The student is able to perform environmental management tasks.
2. In the course of their work, the student examines the possibility of setting research, development and innovation goals and strives to achieve them.

Attitude

1. Students will be familiar with the professional and moral standards within environmental related professional fields.
2. The student strives to plan and execute their tasks independently or in a work group at a high professional level.
3. The student strives to do their work based on a system-oriented and process-oriented way of thinking, in a complex approach.
4. During decisions, they pay attention to the basic requirements of occupational health and safety, technical, economic and legal regulations, as well as engineering ethics.
5. Monitors legal, technical, technological and administrative changes related to the field of expertise.

Independence and responsibility

1. The student is able to solve environmental engineering tasks independently, makes their decisions carefully, in consultation with representatives of other (primarily legal, economic, energetic) fields of expertise, for which they take responsibility.

Teaching methodology

Topic presentations, independently prepared and presented project tasks.

Materials supporting learning

- Kósi Kálmán – Valkó László: Környezetmenedzsment. BME GTK Tankönyv. TYPOTEX Kiadó. Budapest, 2006.
- W. McDonough – M. Braungart: Bölcsőtől bölcsőig – Környezettudatosság tervezéstől a gyártásig. HVG Könyvek. HVG Kiadó Zrt, Budapest, 2007.
- Ijjas Flóra: Az ökopszichológia lehetőségei a fenntartható fejlődés megvalósításában. In: EMLA 15. Jubileumi Tanulmánykötet – Tanulmányok a fenntarthatóság témakörében. Budapest, 2008.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

The method of evaluating the learning outcomes set out in point 2.2.: evaluation of the competencies acquired during the semester (project tasks prepared and presented in groups of 2-3);

Performance assessment methods

Detailed description of performance evaluations during the working period: Formative assessment: the complex evaluation method of the subject and knowledge and ability-type competence elements is the creation of group-prepared and presented project tasks. The project
task focuses on the assessment of the acquired knowledge and its application, thus focusing on problem recognition and solution. The course material on which the evaluation is based is determined by the lecturer of the subject.

Percentage of performance assessments, conducted during the study period, within the rating

- **1st formative assessment (group project)**: 30
- **2nd formative assessment (group project)**: 30
- **3rd formative assessment (group project)**: 40
- **total**: 100

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

-

Issuing grades

Excellent	90
Very good	80-89
Good	70-79
Satisfactory	60-69
Pass	50–59
Fail	0-49

Retake and late completion

1) It is possible to retake the mid-term assessments individually. 2) If the student is unable to obtain a grade other than 'Fail' even with the replacement according to point 1), then - in addition to paying the fee specified in the regulations - a second attempt, in a combined form, to improve the unsuccessful first replacement. 3) The project assignment can be submitted - late - until the last day of the replacement period until 4:00 p.m. or sent in electronic form until 11:59 p.m.

Coursework required for the completion of the subject

Participation in contact classes	28
Preparing for contact classes	8
Preparation of project tasks	54
total	90

Approval and validity of subject requirements

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

In order to achieve the learning outcomes set out in point 2.2., the subject consists of the following thematic blocks. In the syllabi of the courses announced in each semester, these topics are scheduled according to the calendar and other conditions.

1 The historical trend of the development of environmental policy, the basic principles, goals and tools of contemporary environmental policies.

2 The specific role of environmental management methods and techniques in the regulation system. International trends.

3 The basic principles of corporate environmental management (the "Green Card" of the ICC) and its main features.

4 Possible advantages and assumed risks of an environmentally oriented business (domestic and international experiences).

5 Environmental marketing as the philosophy and tools of corporate environmental management.

6 Environmentally oriented corporate marketing concept, its role in the corporate marketing function.

7 The main steps of developing the concept: positioning/profiling+eco-marketing portfolio+eco-marketing mix.

8 Environmentally friendly certification of products and services (eco-labelling). The relationship between eco-labelling and environmental management. The advantage system of eco-labelling, the "3win" model. Eco-labelling in practice.

9 The concept, characteristics, structure and development trends of the environmental market.

10 Sustainable/environmentally friendly consumption. Characteristics and determining factors of consumer environmental perception (e.g. willingness to pay).

11 Methods of encouraging sustainable/environmentally friendly production and consumption (e.g. green public procurement, eco-labelling/branding of environmentally friendly products). Processing of case studies from domestic and international practice.

12 Presentation of the latest results of environmental marketing through domestic and international examples and case studies.

13 Development, presentation and evaluation of a project-based task through the example of a corporate environmental marketing concept.

Additional lecturers

Dr. Valkó László	címzetes egyetemi tanár / honorary professor	valko.laszlo@gtk.bme.hu
Ijjas Flóra, PhD	egyetemi adjunktus / senior lecturer	ijjas.flora@gtk.bme.hu

Approval and validity of subject requirements