KAIST GRADUATE SCHOOL OF MANAGEMENT
GG540 GREEN MARKETING
Fall 2014

Instructor:	Yeosun Yoon
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Class Time:	Tues & Thurs 2:30 – 3:50 pm
Location:	SUPEX
Office Hours:	Tues & Thurs 1:00 -2:00 pm or by appointment

COURSE OVERVIEW

Course Objectives

Environmental issues affect firms in many ways. To the marketing professional, environmental issues may provide a new market niche or product category through green marketing programs. This course will better prepare students for a marketing career.

Required Materials

1. The New Rules of Green Marketing by Jacquelyn Ottman, 2011 (tentative!!!)
2. Harvard Cases
3. Supplementary readings

Course Requirements and Grading

• Final Exam & 2 Thought Papers	30%
• 2 Case Write-up Assignment (in groups)*	30%
• Marketing Project (in groups)*	20%
• Marketing Project Presentation*	10%
• Class Participation	10%

Total	100 %

* will be determined by your group's grade as well as your peer evaluation.

Tentative Class Schedule

Schedule	Topics	Reading Assignments & Cases
Week 1	Marketing Concept and Marketing Sensing	Will be announced later
Week 2	Environmental Management Issues	
Week 3	About Green Consumers	
Week 4	Green Products and Service	
Week 5	Partnerships with Green Organizations	
Week 6	Environmental Entrepreneurship	
Week 7	Final Exam	
Week 8	Group Presentation & Course Wrap-up	