



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Bachelor of Vocation (B.Voc), 4th Semester
Branch: Sales & Marketing Management
Subject Name: Green marketing
Subject Code: 1142208

Type of course: OJT Elective

Teaching and Examination Scheme:

Teaching Scheme			Credit C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
				ESE (E)	PA (M)	ESE (V)	PA (I)	
0	0	15	15	0	0	100	100	200

L- Lectures; T- Tutorial/Teacher Guided Student Activity; P- Practical; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

Contents:

Sr. No.	Practical / Hands on Exercise	Teaching Hrs.	Module % Weightage
1	UNIT-I Green Product - Green Marketing - Evolution of Green Marketing -	50	25%
2	UNIT-II Importance of green marketing - Benefits of Green Marketing-	50	25%
3	UNIT-III Adoption of Green Marketing- Green Marketing Mix – Strategies to Green Marketing	50	25%
4	UNIT-IV Green Harvesting, Benefits of green environment to the society - E-waste exchange.	50	25%
	Total	200	

Course Outcomes:

Sr. No.	CO Statement	Marks % Weightage
CO-1	To make the student understand the concept of Green Marketing and Green Products.	25%
CO-2	Broader understating of Green Marketing and its significance	25%
CO-3	Increase the consciousness about Green Products	25%
CO-4	To spread an awareness about green harvesting and Benefits of green environment to the society	25%