University of Gdańsk

Subject card

Subject name and code	Ecological Marketing, PG_00199693		
Field of study	International Economic Relations		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
Education level	Master's studies	Subject group	Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	Polish
Semester of study	4	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Tomasz Konewka	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	0.0	15.0	0.0	15.0	0.0	30

E-learning hours included: 0.0

Learning activity and number of study hours

Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
Number of study hours	30	0.0	20.0	50

Subject objectives

Presentation of the concept of ecological marketing and its use in company activities. The functioning of the company is subject to constant changes and, in the light of current conditions, it should include ecological issues in its strategy. Long-term strategic action affects the ecological image of the brand.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGMU2_K07] is ready to observe and develop the principles of professional ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures, and is professional and loyal towards the employer	student is ready to comply with and develop the principles of professional ethics and corporate social responsibility	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task
[MSGMU2_U11] independently formulates and tests hypotheses related to simple research problems, appropriately selects and applies methods and tools, including statistical tools and data acquisition techniques in order to verify hypotheses and diagnose economic processes, and on this basis to take appropriate economic decisions	student independently formulates and tests hypotheses related to simple research problems. Deepening knowledge in this area is possible during consultations.	[SU1] oral statement/conversation/ discussion [SU6] demonstration of practical skills
[MSGMU2_W07] has a knowledge of selected (legal, organisational, ethical) rules and norms conditioning the functioning of economic structures and institutions on the international market; understands the regularities governing them, changes occurring in them and their sources, and their impact on the functioning of economic entities	The student is able to complete a project task related to the basic principles of enterprise operation in the face of global environmental challenges and discusses its assumptions and progress with the instructor during consultations and project blocks. Project blocks are included in the course schedule, and consultation dates and locations are published on the University of Gdańsk website.	[SW2] presentation/project/paper/ report [SW5] implementation of a problem task

Subject contents

1. The concept of the green economy and its economic, social and ecological dimensions. Assumptions of the European Union's climate policy. The policy of the European Green Deal as the macroeconomic policy of the European Union. The concept of a circular economy.

2. The concept of sustainable development as the foundation of ecological marketing. The concept of sustainable development and the concept of marketing. Consumers, producers and the model of sustainable production and consumption. Assumptions and instruments of ecological marketing.

3. Ecological marketing in corporate social responsibility. Ecological aspect of corporate social responsibility. Ecological marketing in the company's market activities.

4. Ecological behavior of buyers and their consequences for marketing. Development of the theory of buyer behavior. Changes in buyer behavior. Ecological product concept.

5. Ecological marketing as an opportunity to build a company's competitive advantage. Ecological and socially responsible product. Eco-product marketing mix.

6. The role of ecological marketing in the company's activities. Company strategy, not individual actions. Marketing of ecological products as building a competitive advantage of the company. Ecological image of the brand. Sustainable development policy in the supply chain and non-financial reporting.

7. Greenwashing. Description of the phenomenon of unreliable ecological marketing. Greenwashing in European Union policy. The European Consumer Agenda. Greenwashing and legal acts concerning counteracting unfair commercial practices and combating unfair competition.

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
active participation on lectures	51.0%	40.0%
project	51.0%	60.0%

Recommended reading	Basic literature	Biswajit Das, marketing ekologiczny, Wydawnictwo Nasza Wiedza 2020 Michelle Carvill, Sustainable Marketing, Wydawnictwo Bloomsbury Publishing PLC, 2021 Md. Nekmahmud, Maria Fekete-Farkas, Why Not Green Marketing? Determinates of Consumers Intention to Green Purchase Decision in a New Developing Nationa, Sustainability Vol. 12 2020 Joya A. Kemper, Paul W. Ballantine, What do we mean by sustainability marketing?, Journal of Marketing Management, Vol. 35:3-4, 277-309, 2019 Ellen Pei-yi Yu, Bac Van Luu, Catherine Huirong Chen, Greenwashing in environmental, social and governance disclosures, Research in International Business and Finance Vol. 52, 2020
	Supplementary literature	Tomasz Konewka, Tomasz Czuba, An overview of some challenges of the electric vehicle industry in the light of the European Green Deal, Prawo i Klimat nr 3/2022, Ministerstwo Klimatu i Środowiska, Warszawa 2022. Bartosz Pert, Nierzetelny marketing ekologiczny - opis zjawiska i próba jego kwalifikacji prawnej, Przegląd Prawa Ochrony Środowiska Nr 2, 2015.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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