

	Implementation schedule	Physically/ remotely	Contact hours	Autonomous work hours	Learning outcomes
<b>Activity 1</b>	<p>Introduction to Green Management and Sustainability</p> <ul style="list-style-type: none"> <li>• Definition and Importance of Green Management in modern business.</li> <li>• Sustainability and Corporate Social Responsibility (CSR) frameworks.</li> <li>• Triple Bottom Line: Balancing profit, people, and the planet.</li> <li>• Global Trends in Green Management</li> </ul>	remotely	11	13	<ol style="list-style-type: none"> <li>1) Understanding Core Concepts</li> <li>2) Explaining Sustainability Frameworks</li> <li>3) Applying the Triple Bottom Line</li> <li>4) Analyzing Global Trends</li> </ol>
<b>Activity 2</b>	<p>Green Marketing: Concepts and Strategies</p> <ul style="list-style-type: none"> <li>• What is Green Marketing?</li> <li>• Green Marketing Mix (Product, Price, Place, Promotion) tailored for sustainable products.</li> <li>• Green Consumer Behavior: Understanding motivations, barriers, and preferences.</li> <li>• Greenwashing: How to avoid misleading environmental claims.</li> </ul>	remotely	6	8	<ol style="list-style-type: none"> <li>1) Defining Green Marketing</li> <li>2) Understanding the Green Marketing Mix</li> <li>3) Analyzing Green Consumer Behavior</li> <li>4) Identifying and Avoiding Greenwashing</li> </ol>

<b>Activity 3</b>	<p>Survey Development and Implementation</p> <ul style="list-style-type: none"> <li>Survey Development: Create a validated questionnaire to assess students' awareness, perceptions, and attitudes towards brands implementing green marketing strategies.</li> <li>Conduct surveys across multiple EU-CONEXUS universities to gather comparative data on student attitudes toward brands that promote green products</li> </ul>	remotely	3	18	<ol style="list-style-type: none"> <li>Developing a Validated Questionnaire</li> <li>Conducting Surveys Across Universities</li> <li>Analyzing Comparative Data on Student Attitudes</li> </ol>
<b>Activity 4</b>	<p>Data Evaluation and Analysis</p> <ul style="list-style-type: none"> <li>Evaluate the data to identify trends and correlations between green marketing practices and consumer brand attitudes.</li> </ul>	remotely	3	10	<ol style="list-style-type: none"> <li>Evaluating Survey Data</li> <li>Identifying Trends in Consumer Attitudes</li> <li>Analyzing Correlations Between Green Marketing Practices and Brand Attitudes</li> </ol>
<b>Activity 5</b>	Reporting on Findings and Activities	remotely	3	10	<ol style="list-style-type: none"> <li>Compiling Research Findings</li> <li>Developing Writing Skills</li> <li>Creating Comprehensive Reports on Green Marketing Strategies</li> </ol>

<b>Activity 6</b>	Presentation of Findings from Research Activities (presentations will be presented virtually at the end of the Academic year) <ul style="list-style-type: none"> <li>• Present the findings from the research activities related to green marketing strategies and consumer brand attitudes among students at EU-CONEXUS universities</li> </ul>	physically/ remotely	3	12	1) Presenting Research Findings 2) Enhancing Presentation Skills 3) Communicating Complex Ideas Effectively
<b>Total Hours</b>			29	71	