Course title	**Green, Digital, and Social Marketing**
Course code	**GTS1705**
Course type	Special Background/Specialization of General Knowledge/Skills Development/Core
Level	Master (Level 7)
Year / Semester	1st / 2nd

ECTS	10	**Lectures / week**	6 in total (distance learning)	**Laboratories / week**	-

Course purpose and objectives	This course introduces students to the principles of Green, Digital, and Social Marketing, examining their benefits, limitations, and practical applications. Students will develop skills in adopting these approaches and measuring their impact, enhancing their green marketing competencies. Upon completion, students will be equipped to contribute to or lead green, social, and digital transition initiatives in the workplace. Learning is reinforced through hands-on applications, case studies, and analysis of current policy reports. Specifically, the objectives of the course are the following: **Objective 1:** To understand the principles of green, social and digital marketing. **Objective 2:** To implement tools and concepts of sustainability marketing. **Objective 3:** To conduct Triple Bottom line analysis, including Eco-friendly Digital Practices. **Objective 4:** To apply marketing strategies to enhance the environmental and social impact of digital marketing practices. **Objective 5:** To optimize value creation and customer experience concepts to optimize efficiency, sustainability, and resource use in modern business contexts.
Learning outcomes	**After completing this module, the student should be able to:** 1. Evaluate and apply sustainability marketing concepts and principles of green, social, and digital marketing practices to propose integrated, innovative solutions for marketing challenges, sustainable business, and social practices with digital applications. 2. Analyze and assess the Triple Bottom Line, including Eco-friendly Digital Practices, and integrate environmental, social, and digital

	considerations into sustainable product development, decision-making, and business practices
	3. Propose marketing strategies to enhance the environmental and social impact of digital marketing practices by integrating to achieve a maximum impact of the three approaches.
	4. Understand and apply value creation and customer experience concepts to optimize efficiency, sustainability, and resource use in modern business contexts, fostering responsible business practices and innovative approaches.
	5. Analyze sustainable development, which seeks to balance economic growth with social equity and environmental protection.

Prerequisites	None	Required	-

Course content	The content of the course is as follows: • **Sustainability Marketing**: Exploring how to integrate social, digital, and eco-friendly practices into marketing concepts to reduce environmental impacts and promote sustainability and social responsibility. • **Human-to-Human Marketing Approach**: Learning to design systems that consider stakeholder value creation and personalized customer experiences. • **Resource Efficiency**: Understanding how physical and digital resources can drive sustainable solutions and innovations. • **Holistic Sustainability Approach**: Providing a comprehensive perspective on responsible and sustainable marketing operations, preparing students to contribute meaningfully to a more sustainable future. • **Foundational Concepts of Sustainability**: Emphasizing the significance of the 17 Sustainable Development Goals (SDGs) set by the United Nations and exploring narratives like the Green Economy, Circular Economy, and Bioeconomy. • **Critical Analysis Activities**: Engaging in discussions and reflections on sustainability marketing, circular economy principles, and the feasibility and evolution of sustainability marketing.
Teaching methodology	The integration of **Microsoft Teams** and **Moodle** in our distance learning programs ensures a robust and interactive learning environment that meets the needs of modern learners. Microsoft Teams facilitates real-time communication through live sessions, screen sharing, and collaborative tools such as whiteboards and breakout rooms, enhancing student engagement and fostering dynamic discussions. Meanwhile,

	Moodle serves as a comprehensive Learning Management System, offering structured access to course materials, assessments, and discussion forums. This combination of synchronous and asynchronous tools supports effective teaching and learning, enabling flexibility, accessibility, and high-quality education delivery. Our approach aligns with global standards for online learning, emphasizing both technological innovation and pedagogical excellence.
Language	English