|  |  |
| --- | --- |
| **Title** | Read further materials: (7) "Green marketing development on CSR"/(8)"Marketing management-Green marketing"/(9)"Final publication-smart buildings-white paper for green transition" see also online topic.doc |
| **Duration (in weeks)** | 1 |
| **Starting / ending week** | 17 |
| **Key Concepts and Issues** | Green marketing, marketing management, Green buildings |
| **Intended Purpose** | To give more details on marketing and tools for marketing plans as well as examples for green buildings |
| **Learning Outcomes** | To have specialised knowledge on marketing To adapt previous knowledge on practical examples |
| **Basic Learning Material** | (7) "Green marketing development on CSR"/(8)"Marketing management-Green marketing"/(9)"Final publication-smart buildings-white paper for green transition" |
| **Additional Learning Material** | / |
| **Educational video** | / |
| **Reading materials** | **/** |
| **Activities** | 1. Review the marketing plan using the additional reading material  2. Pick a smart building example and summarise the key points |
| **Checklist** | Clear understanding of how to develop a marketing plan; filter the key points of smart building strategies |
| **Evaluation** | Elaborated marketing plan; summary of smart building example |