# **Green marketing and sustainable finance**

## Prof. Francesca Negri – Prof. Andrea Lippi

**Modulo I – Sustainable finance**

Prof. Andrea Lippi

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to offer students a broad knowledge of sustainable finance starting from the origin through the law definition and the specific sustainable financial products. More in detail, the Sustainable Financial Disclosure Regulation (FSDR) will be analysed and discussed. Moreover, the green bonds genesis, evolution, principal technical characteristics and evaluation methodology will be presented.

At the end of the course the student will be able to:

- understand the different green bonds characteristics;

- express a personal judgement about the opportunity of investing in green bonds;

- express a judgment about the companies sustainable products issues;

- understand the technical characteristics of bonds and shares;

- understand the valuation techniques of the main financial instruments;

- express an opinion on the investment instruments.

***COURSE CONTENT***

- Market classification and organisational form;

- Securities market;

- Sustainable finance: definition and evolution. Focus on SFDR;

- Green bonds;

- Debt instruments evaluation;

- Shares products: typologies and characteristics.

- Risk and return of financial instruments.

***READING LIST***

Required reading:

A. Banfi-M. Biasin-M. Oriani-G.M. Raggetti, *Economia degli intermediari finanziari*, Isedi, 2022.

A. Del Giudice, *La finanza sostenibile. Strategie, mercato e investitori istituzionali*, Giappichelli, 2019

The parts of the textbook to be studied for the exam will be indicated in class.

***TEACHING METHOD***

Lectures.

***ASSESSMENT METHOD AND CRITERIA***

The assessment of the knowledge and skills acquired by the students will be carried out with a written examination based on open end or multiple choice questions (with a variable score based on the complexity of the knowledge/skills assessed). The written examination will be evaluated taking into account the exactness and the quality of the answers and on the basis of the suitability of the language and the ability to explain statements, investigations and opinions. Pass grades are equal, at least, to 18/30.

***NOTES AND PREREQUISITES***

The course does not require specific preliminary requirements; however, knowledge of accounting rules, corporate finance and organizational models that can be adopted by companies would be useful.

Information on the lecturers’ office hours is available on their personal pages at <http://docenti.unicatt.it/>

**Modulo II – Green marketing**

Prof. Francesca negri

***COURSE AIMS AND LEARNING OUTOCOMES***

The course has three main objectives:

1. To illustrate the main Marketing’ contribution to Sustainability models in terms of activation, communication, and engagement;

2. To describe and discuss the fundamental variables of the Marketing process and actors, in order to enable Students to define an effective marketing strategy aligned with the company’s sustainability aims;

3. To introduce Students to the new relationships that Marketing must cultivate both with end customers and with intermediate customers in order to create value in a holistic supply chain approach.

**Knowledge and understanding.** By the end of the course students will have acquired in-depth knowledge and understanding regarding Green Marketing definitions, topics and tools. This will be the basis to support effective CSR’ strategies. These outcomes in terms of knowledge and understanding will be achieved through the combined use of lectures and monographic seminars, also held by business operators (manager).

**Applying knowledge and understanding.** The ability to apply knowledge will take place through the in-depth study of specific case studies and current events, as well as in class discussions and group work. The course is characterized by a strongly managerial and applicative imprint.

**Making judgments**. Through course attendance and self-study students will be able to develop their capability of making judgments independently reaching the ability to take both strategic and executive decisions, even in uncertain conditions.

**Communication skills.** During the course highly specialized/technical language will be adopted in order to stimulate students to improve their communication skills on line and off line with a view to allowing the predisposition of internal and external Marketing Plans and analytical reports, respecting the constraints and deadlines, reports that could be presented to qualified and professional audiences. Moreover, the student will improve his/her written communication skills through the reports/final exam and the oral communication skills through the public presentations/in class discussion.

**Learning skills.** Learning skills of the students will be stimulated by means of the request to enlarge, update and independently/continually deepen knowledge acquired in class and in individual study.

***COURSE CONTENTS***

Literature mainly identifies three reasons that push companies to deal with CSR: the attempt to pursue economic benefits, the response to institutional pressures, and as a choice guided by ethics. Starting from these stimuli, the Program investigates the implications of these “green” orientations on the competitive strategies.

1. Green Marketing Introduction and common glossary

2. End Customers and Stakeholders: characteristics, needs and generations

3. How to communicate (internally and externally) Green Marketing: processes, tools and media

4. Reputation, green washing and crisis management

5. Best and worst practices

6. Future trends and scenario: Supply chain, Metaverse and Brand Activism.

***READING LIST***

Textbook: “Comunicare la Sostenibilità. Oltre il Greenwashing”, written by Aldo Bolognini Cobianchi, edited by Hoepli (2022).

The Lecturer will communicate the detailed programmes and reading list directly to the class at the beginning of the course: all these indications will be available also on Blackboard platform. Please, email the Teacher to receive more detailed information about the program.

***TEACHING METHODS***

Traditional lectures will be integrated with managerial seminars, collective discussions and assignments (individual and/or in team developed), with the aim to develop problem-solving attitude, acquire critic approach and team-work attitude.

Attendance at lectures is not compulsory, but recommended: to attend means to actively participate.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed on their knowledge of the content and on their ability to interpret the present outcomes of Green Marketing in a critical way.

The final exam is written (with 3 open-ended questions) both for attending and non-attending students, even if it is differentiated in contents. The differentiation of the exam programme between attending and non-attending students is due to the fact that attending lectures will give to the students the possibility to deepen the topics of the course with up-to-date analysis, managerial seminars, case histories, class discussion and team project works.

Communication skills using appropriate language will be tested through evaluation of suitability of vocabulary and form of expression used during the final exam. The written text will aim students to develop the ability to synthesize information and to organize a proposition.

For *attending* students the written exam is based on 3 different questions regarding lectures contents, class discussions, managerial evidences and a selection of readings. The final written exam will take 45 minutes at a whole. In particular, time available for the first two question will be 15 minutes, while for the last one will be 10 minutes. The remaining 5 minutes will be used by the candidate to review the exam in its entirety. Questions will be open and based on own elaboration skills in order to evaluate students’ learning capability of theoretical contents. The final score will be out of thirty, and distributed as follows: 12 points for the first answer (of reasoning), 12 for the second (open answer), 6 for the last (aimed at verifying the accuracy of knowledge). All class activities will contribute to defining the final mark for attending students. For *non-attending* students the final written exam is based on 3 different questions regarding exclusively the specific readings selection indicated in the bibliography, designed ad hoc for non-attending. Also in this case, the exam will take 45 minutes at a whole: the time available for the first two question will be 15 minutes, while for the last one will be 10 minutes. The remaining 5 minutes will be used by the candidate to review the exam in its entirety. The final score will be out of thirty, and distributed as follows: 12 points for the first answer (of reasoning), 12 for the second (open answer), 6 for the last (aimed at verifying the accuracy of knowledge).

Questions will be open and based on own elaboration skills in order to evaluate students’ learning. Each grade is based on the accuracy of the student’s responses, the ability to create connections and the personal contribution in analyzing Green Marketing topics.

***PREREQUISITES***

None. Interest and intellectual curiosity are welcome to fuel the conversation and contamination during the course.

***NOTES***

Information on office hours available on the teacher's personal page at <http://docenti.unicatt.it/>.