Course Title: Green Marketing

Course Description: Employ practices for efficient and paperless marketing. Use online media including websites, blogs, podcasts, RSS feeds and online surveys to promote your products and services effectively while protecting our natural resources.

Course Prerequisite(s): N/A

Course Objectives:
1. Identify green marketing techniques that consistently work each year.
2. Upgrading your website, software and online support.
3. Send effective emails including audio and video.
4. Manage blogs, podcasts, RSS feeds to marketing effectively to customers/clients.
5. Produce online surveys as a marketing tool generating valuable data.

Next Class Possibilities: Fall 2010

Textbook(s): N/A

Lesson Plan – by week or session
Session 1: Paperless Marketing Ideas
   Online Media Marketing
   Websites, Blogs, Podcasts, RSS Feeds, Online Surveys
   Student Evaluation of Instruction