

	Implementation schedule	Remotely/ during mobility	Contact hours	Autonomous work hours	Learning outcomes
Activity 1	Introduction to Green Management and Sustainability <ul style="list-style-type: none"> Definition and Importance of Green Management in modern business. Sustainability and Corporate Social Responsibility (CSR) frameworks. Triple Bottom Line: Balancing profit, people, and the planet. Global Trends in Green Management. 	remotely	11	12	<ol style="list-style-type: none"> Understanding Core Concepts Explaining Sustainability Frameworks Applying the Triple Bottom Line Analyzing Global Trends
Activity 2	Green Marketing: Concepts and Strategies <ul style="list-style-type: none"> What is Green Marketing? Green Marketing Mix (Product, Price, Place, Promotion) tailored for sustainable products. Green Consumer Behavior: Understanding motivations, barriers, and preferences. 	remotely	6	4	<ol style="list-style-type: none"> Defining Green Marketing Understanding the Green Marketing Mix Analyzing Green Consumer Behavior

	<ul style="list-style-type: none"> Greenwashing: How to avoid misleading environmental claims. 				4. Identifying and Avoiding Greenwashing
Activity 3	<p>Relationship Marketing & the Green Consumer:</p> <ul style="list-style-type: none"> How relationship marketing principles help promote environmentally responsible behaviour and build authentic long-term brand–consumer relationships. The evolution and core values of relationship marketing. Emotional engagement strategies: how brands align identity, values, and communication with environmental and social commitments. Green consumer psychology. 	remotely	11	4	<ol style="list-style-type: none"> Understand and explain the core principles of relationship Identify psychological, emotional, and behavioural factors that influence green consumer decision-making.

Activity 4	Survey Development and Implementation <ul style="list-style-type: none"> Designing a validated questionnaire to measure perceptions of sustainability, green marketing and brand relationships. Key variables: brand authenticity, emotional engagement, CSR expectations, relationship value. Conduct surveys across multiple EU-CONEXUS universities to gather comparative data on student attitudes toward brands that promote green products. 	During physical mobility week	3	10	<ol style="list-style-type: none"> Developing a Validated Questionnaire Conducting Surveys Across Universities Analyzing Comparative Data on Student Attitudes
Activity 5	Data Evaluation and Analysis <ul style="list-style-type: none"> Organizing and interpreting survey data collected across EU-CONEXUS universities on sustainability attitudes, green marketing, and relationship-based marketing perceptions. Identifying behavioural trends related to trust, authenticity, emotional engagement, and sustainable purchasing intentions. 	During physical mobility week	3	10	<ol style="list-style-type: none"> Evaluating Survey Data Identifying Trends in Consumer Attitudes Analyzing Correlations Between Green Marketing

	<ul style="list-style-type: none"> Exploring how green management practices (CSR, eco-labeling, sustainable design) and relationship marketing strategies influence consumer brand attitudes. 				Practices and Brand Attitudes
Activity 6	<p>Reporting on Findings and Activities:</p> <ul style="list-style-type: none"> Synthesizing research findings into a structured sustainability report that integrates green management concepts and relationship marketing insights. Developing academic and professional writing skills within the context of sustainable business analysis. Creating practical, evidence-based recommendations for companies aiming to strengthen sustainable management and values-based customer relationships. 	During physical mobility week	3	10	<ol style="list-style-type: none"> 1. Compiling Research Findings 2. Developing Writing Skills 3. Creating Comprehensive Reports on Green Marketing Strategies

Activity 7	Presentation of Findings from Research Activities (presentations will be presented virtually at the end of the Academic year) <ul style="list-style-type: none"> Present the findings from the research activities related to green marketing strategies and consumer brand attitudes among students at EU-CONEXUS universities. 	remotely	3	10	<ol style="list-style-type: none"> Presenting Research Findings Enhancing Presentation Skills Communicating Complex Ideas Effectively
Total Hours			40	60	