Programme

Sustainability Marketing + Media.

Explore sustainable marketing strategies and media practices to create positive environmental and social impact with responsible communication and ethical branding guidance.

TechSense City.

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What we cover.

Welcome to a course that explores sustainable marketing strategies and media practices, empowering individuals to create positive environmental and social impact through responsible communication and ethical branding guidance. As businesses strive to make a meaningful contribution to society, there is a growing need for professionals who can navigate the intersection of marketing, sustainability, and social responsibility.

This course equips learners with the knowledge and tools necessary to develop and implement sustainable marketing strategies that align with ethical and environmental principles.

Throughout the course, participants will examine the concept of sustainability and its relevance in the marketing context. They will explore how to integrate sustainability into product development, branding, and communication strategies, ensuring that businesses operate in a responsible and socially conscious manner.

Learners will gain an understanding of the key principles of ethical marketing and responsible communication, exploring topics such as greenwashing, social impact measurement, and stakeholder engagement. They will also delve into sustainable media practices, including the use of digital platforms, storytelling techniques, and influencer marketing, to amplify messages and engage with socially conscious consumers.

Through case studies, group discussions, and practical exercises, participants will develop the skills to assess the environmental and social impact of marketing initiatives, develop sustainable marketing campaigns, and measure their effectiveness. They will also explore frameworks and certifications related to sustainable marketing, such as B Corp and triple bottom line reporting.

By the end of the course, professionals will be equipped with the knowledge and tools to create positive change through sustainable marketing strategies. With a deep understanding of responsible communication and ethical branding, participants will be well-prepared to drive social and environmental impact, fostering a more sustainable future for businesses and society as a whole.

Who is it for?

This course is ideal for marketing professionals, conference and event managers, sales and business development teams seeking to excel in creating inspiring and unforgettable experiences.

Duration & Delivery Format.

Choose your preferred duration ½ day, 1 day, 2 day, online or physical.

Course Topics.

Module 1: Introduction to Sustainability Marketing and Media

- Understanding the intersection of sustainability, marketing, and media
- Role of responsible communication in promoting sustainable practices
- Overview of ethical branding and its impact on consumer behaviour

Module 2: Foundations of Sustainability

- Defining sustainability: environmental, social, and economic dimensions
- Exploring global sustainability goals and frameworks (SDGs)
- Identifying key sustainability issues and challenges

Module 3: Sustainable Consumer Behaviour

- Analysing consumer motivations for choosing sustainable products and brands
- Behavioural economics and its implications for sustainable marketing
- Strategies for promoting sustainable choices and influencing consumer decisions

Module 4: Ethical Branding and Storytelling

- Developing authentic brand narratives aligned with sustainability values
- Leveraging storytelling to convey social and environmental impact
- Building trust and credibility through transparent and ethical branding

Module 5: Responsible Product Design and Innovation

- Integrating sustainability principles into product design and development
- Circular economy concepts and minimizing environmental impact
- Communicating product sustainability through design and packaging

Module 6: Sustainable Marketing Channels

· Leveraging digital platforms for sustainable marketing campaigns
· Social media strategies for engaging eco-conscious consumers
· Integrating sustainability into traditional advertising and PR

Module 7: Greenwashing and Ethical Challenges

· Recognizing greenwashing: identifying deceptive sustainability claims
· Navigating ethical challenges in sustainability marketing
· Mitigating risks and maintaining integrity in communications

Module 8: Cause Marketing and Partnerships

· Collaborating with NGOs, non-profits, and social enterprises
· Developing cause-related marketing campaigns for social impact
· Measuring the effectiveness of cause marketing initiatives

Module 9: Sustainability Reporting and Transparency

· Communicating sustainability efforts through reporting and disclosure
· GRI standards and frameworks for sustainability reporting
· Balancing transparency with protection of proprietary information

Module 10: Media Advocacy and Awareness Campaigns

· Utilizing media for raising awareness about sustainability issues
· Designing effective awareness campaigns for social change
· Engaging with media outlets to amplify sustainability messages

Module 11: Crisis Communication and Reputation Management

· Managing communication during sustainability-related crises
· Rebuilding reputation and trust through transparent communication
· Strategies for turning challenges into opportunities

Module 12: Metrics and Measurement of Impact

· Defining key performance indicators (KPIs) for sustainable marketing
· Measuring social, environmental, and economic impact of campaigns
· Using data to refine strategies and demonstrate results

Module 13: Global and Cultural Considerations

· Adapting sustainable marketing strategies to different cultural contexts
· Overcoming cultural barriers and sensitivities in communication
· Tailoring messages for global audiences while maintaining authenticity

Module 14: Futuristic Trends in Sustainability Marketing and Media

· Exploring emerging technologies and trends in sustainable marketing
· Innovations in green tech, AI, and virtual reality for impact
· Staying ahead in the evolving landscape of sustainable media

Module 15: Sustainability Project

· Participants design a sustainable marketing campaign incorporating
  learned concepts
· Campaign presentations and peer feedback

Assessment Methods.

· Quizzes and assessments after each module to gauge understanding
· Group projects for sustainability marketing
· Case studies analysing successful and unsuccessful sustainability
  campaigns

Further information:

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