

# € TRAINING

Seminar: Corporate Social Responsibility  
(CSR) And Marketing



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## Introduction:

Corporate social responsibility CSR is a management concept whereby companies integrate social and environmental concerns into their business operations and interactions with their stakeholders. CSR has been considered an efficient marketing tool for gaining the competitive advantages a company needs in order to be on top in the context of the current hyper-competitive environment.

## Course Objectives:

At the end of this course the participants will be able to:

- Identify environmental initiatives for sustainable aviation organizations
- Evaluate the factors that make aviation facilities operate sustainably
- Assess the factors to create sustainable working environments
- Identify the role of a sustainable culture in the aviation and aerospace industry
- Apply Corporate Social Responsibility in aviation/aerospace organizations

## Targeted Audience:

- Managers
- Team Leaders
- Supervisors
- Senior Managers

## Course Outlines:

### Unit 1: CSR Strategies

- Corporate Social Responsibility and shared value creation
- Emergent issues
- From Corporate Social Responsibility to Corporate Social Innovation

### Unit 2: CSR and Marketing

- Sustainable human resources management and corporate welfare
- Sustainable marketing and CSR
- Supply and responsible supply chain management

### Unit 3: Employees benefit from CSR

- Positive Press and Reputation Building
- Consumer Appeal
- Talent Attraction and Employee Retention
- Stronger Client and Community Relations
- Bottom Line.

