

€ TRAINING

Corporate Social Responsibility And
Marketing



29 July - 2 August 2024
Milan (Italy)



Corporate Social Responsibility And Marketing

REF: R1685 DATE: 29 July - 2 August 2024 Venue: Milan (Italy) - Fee: 5940 Euro

Introduction:

This program designed to explore the intersection between business practices, social impact, and marketing strategies. Participants will delve into the core principles of CSR, examining its role in fostering sustainable business practices and positive societal contributions. It emphasizes the integration of CSR into marketing strategies, focusing on how companies can authentically align their brand values with social responsibility initiatives to enhance reputation and consumer loyalty. Through this program, participants will gain insight into effective CSR communication and implementation strategies within the marketing context. Ultimately, the program aims to equip professionals with the knowledge and skills needed to leverage CSR as a strategic tool for building brand credibility and driving business success.

Program Objectives:

By the end of this program, participants will be able to:

- Understand the principles and importance of Corporate Social Responsibility CSR in business.
- Explore the relationship between CSR and marketing strategies.
- Identify opportunities for integrating CSR initiatives into marketing campaigns.
- Learn how CSR practices can enhance brand reputation and customer loyalty.
- Develop skills to effectively communicate CSR efforts to internal and external stakeholders.
- Gain insights into ethical considerations and best practices in CSR implementation within marketing contexts.

Targeted Audience:

- Marketing professionals integrating CSR into strategies.
- CSR managers enhancing marketing integration.
- Business leaders leveraging CSR for brand enhancement.
- Entrepreneurs aligning with socially responsible practices.
- Corporate executives developing CSR strategies.
- Nonprofit leaders partnering with CSR-driven companies.
- PR professionals focusing on CSR communication.

Program Outlines:

Unit 1.

Introduction to corporate social responsibility CSR and marketing:

- Understanding the importance of CSR in modern business practices.
- Exploring the relationship between CSR and marketing strategies.
- Identifying key stakeholders and their roles in CSR initiatives.
- Examining the benefits of integrating CSR into marketing campaigns.
- Setting the foundation for aligning business goals with social responsibility.

Unit 2.

Incorporating CSR into marketing strategies:

- Assessing the impact of CSR on brand reputation and consumer behavior.
- Identifying opportunities for CSR integration within marketing plans.
- Developing strategies to communicate CSR initiatives effectively to consumers.
- Aligning marketing messaging with CSR values and objectives.
- Evaluating metrics for measuring the effectiveness of CSR in marketing efforts.

Unit 3.

Ethical considerations in CSR and marketing:

- Understanding ethical frameworks and principles in CSR.
- Examining ethical dilemmas and challenges in marketing CSR initiatives.
- Implementing transparency and accountability in CSR communications.
- Balancing profit motives with social responsibility goals.
- Navigating ethical issues related to greenwashing and cause-related marketing.

Unit 4.

Building brand reputation through CSR:

- Exploring the link between CSR and brand equity.
- Leveraging CSR initiatives to differentiate the brand in the marketplace.
- Developing strategies to showcase CSR efforts authentically.
- Engaging stakeholders and communities through impactful CSR programs.
- Cultivating long-term relationships with consumers based on shared values.

Unit 5.

Implementing CSR strategies in marketing campaigns:

- Creating integrated marketing campaigns that highlight CSR initiatives.
- Aligning CSR messaging with target audience interests and values.
- Leveraging storytelling techniques to communicate CSR impact effectively.
- Collaborating with internal and external stakeholders to execute CSR-driven campaigns.
- Monitoring and evaluating the performance of CSR marketing campaigns.