

Sustainable Brand Management

Duration: 5 Days

Language: en

Course Code: PM1-119

Objective

Upon completion of this course, participants will be able to:

- Understand sustainable brand management principles
- Develop and implement sustainable brand strategies
- Analyse the impact of sustainability on brand value
- Manage customer relationships with a focus on sustainability
- Apply tools and methodologies for sustainable brand assessment

Audience

This course is intended for:

- Marketing and brand professionals seeking to incorporate sustainability
- Sustainability consultants
- Business leaders and entrepreneurs
- Academics and researchers in sustainable development

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension:

- Interactive lectures
- Case studies and real-world examples
- Group discussions and collaborative projects
- Practical exercises using sustainability assessment tools

Summary

This comprehensive course integrates sustainable practices with brand management, focusing on environmental stewardship and social responsibility. Participants will have the knowledge and tools to manage brands sustainably, emphasising the importance of aligning brand values with sustainable development goals. The course covers developing and implementing sustainable brand strategies, effective marketing and communication techniques for sustainability, and using assessment tools to measure and improve brand sustainability. Through interactive lectures, case studies, and practical exercises, participants will learn to navigate the complexities of sustainable brand management in today's market.

Course Content & Outline

Section 1: Introduction to Sustainable Brand Management

- Key concepts and definitions
- Importance of sustainability in brand management
- Case studies on successful sustainable brands

Section 2: Developing Sustainable Brand Strategies

- Principles of Sustainable Branding
- Strategic planning for sustainability
- Integrating sustainability into brand positioning

Section 3: Marketing and Communication for Sustainable Brands

- Effective communication strategies
- Engaging customers with sustainability initiatives
- Leveraging digital marketing for sustainable brands

Section 4: Assessing and Measuring Sustainability

- Tools for sustainability assessment
- Metrics and KPIs for sustainable brands
- Practical exercise: Using assessment tools for brand evaluation

Section 5: Managing Customer Relationships Sustainably

- Building trust and loyalty through sustainability
- Engaging stakeholders in sustainability efforts
- Customer relationship management for sustainable brands

Section 6: Sustainable Brand Management in Practice

- Implementing sustainable brand strategies

- Overcoming challenges and barriers
- Case studies on sustainable brand management practices

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Customer Service & Public Relations (PR), Media and Marketing, Sales & Marketing

Tags

Brand Management, Brand Marketing, Branding

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