

Mastering Sustainable Marketing: Leadership, CSR, and Strategic Impact

A MARKETING SPECIALISATION PROGRAMME

This programme will equip participants with the knowledge and skills to drive sustainable transformation. Through seven key courses, participants will explore topics such as green marketing, corporate social responsibility, and sustainable event management. This program will inspire and empower participants to become effective marketing sustainability leaders.



TARGET AUDIENCE

Marketing, Communication, and PR Specialists who are committed to mastering sustainable marketing and driving strategic impact within their organisations. This program is tailored for professionals who are intrinsically motivated to take on a pioneering role, enhance their leadership abilities, and align their work with Corporate Social Responsibility (CSR) principles.

More specifically:

- **Brand Managers and Marketing Directors:** Those who aim to lead a comprehensive transformation towards sustainable marketing practices, ensuring their brand's messaging inspires and unites the entire organisation while making a positive societal impact.
- **Communication Strategists and PR Executives:** Professionals seeking to elevate their leadership skills by integrating CSR into their strategic communications, guiding and inspiring teams through complex changes while maintaining a consistent and impactful public presence.
- **Campaign Managers and Content Leaders:** Individuals tasked with leading cross-functional initiatives that promote sustainable practices and require strategic communication, brand consistency, and the encouragement of personal responsibility within the organisation, driving long-term impact.



DURATION

The program is designed to be completed in 6-9 months.



PROGRAMME OBJECTIVES

- To educate participants on the principles and practices of green marketing, including eco-friendly product development, sustainable branding, and ethical marketing strategies.
- To provide participants with an understanding of CSR frameworks, stakeholder engagement, and integrating social and environmental initiatives into corporate strategy.
- To explore the role of personal and organisational values in driving sustainability initiatives and fostering a culture of ethical leadership and responsibility.
- To educate participants on the United Nations Sustainable Development Goals (SDGs) and their relevance to business operations, corporate sustainability, and social impact.
- To provide participants with the knowledge and tools to plan, organise, and execute sustainable events that minimise environmental impact and maximise social and economic benefits.
- To help participants understand the importance of integrating sustainability into organisational strategy and business models, including stakeholder engagement, risk assessment, and value creation.
- To introduce participants to systems thinking and design thinking methodologies for addressing complex sustainability challenges and driving transformative change.



LEARNING OUTCOMES

- **Understand Green Marketing Principles:** Participants will gain a deep understanding of green marketing principles, including eco-friendly product development, sustainable branding, and ethical marketing strategies. This will enable them to create and promote products and services that align with sustainability goals.
- **Plan and Execute Sustainable Events:** Participants will acquire the skills to plan, organise, and execute sustainable events that minimise environmental impact and maximise social and economic benefits, contributing to a company's sustainability efforts.
- **Integrate Sustainability into Business Models:** Participants will learn how to embed sustainability into organisational strategies and business models, including stakeholder engagement, risk assessment, and value creation, ensuring long-term resilience and success.
- **Conduct Applied Research:** Participants will gain hands-on experience by engaging in applied research projects, working closely with industry partners to address real-world sustainability challenges, and developing practical solutions and recommendations.
- **Evaluate and Reflect on Sustainability Practices:** Participants will utilise self-assessment tools and reflective exercises to critically evaluate their sustainability practices, identify areas for improvement, and continuously develop their skills as sustainability leaders.
- **Effectively Communicate Sustainability Initiatives:** Participants will improve their ability to effectively communicate the value and impact of sustainability initiatives to various stakeholders, ensuring buy-in and support for sustainable business practices.



PROGRAMME STRUCTURE

The programme is structured into mandatory and elective courses. This allows participants to customise and select the most relevant courses based on their interests and background knowledge.

No.	Mandatory Courses	Level
1	Green Marketing	Intermediate
2	Strategic Corporate.Social responsibility	Advanced
3	Personal & Organisational values	Intermediate
4	Sustainable Communication - Strengthen Your Relations Through Communication	Intermediate

No.	Elective Courses	Level
1	Implementation of the SDGs in the EU: Measurement, Planning and Collaboration	Intermediate
2	Sustainable Event Management	Intermediate
3	Integrating Sustainability into the Strategy & Business Model	Intermediate
4	System & Design Thinking for Sustainable Transformation	Advanced
5	Green Nudges – Bridging the Intention-Action-Gap and Shaping Sustainable Futures	Intermediate

We will require the participants to complete 6 courses to receive the certificate, but they can choose more.



APPLIED RESEARCH PROJECTS

SUSTAINABLE TOURISM INNOVATION: EMPOWERING SMES TO MEET ECO-CONSCIOUS TRAVELERS' DEMANDS

- **Importance of the Topic**

The tourism industry has a growing demand for sustainable services and products as travellers become increasingly environmentally conscious. Small and Medium Enterprises (SMEs) in the tourism sector have the potential to capitalise on this trend by developing innovative and sustainable offerings. Understanding the potential of sustainable tourism services and products is essential for SMEs to remain competitive, attract environmentally conscious travellers, and contribute to sustainable tourism development.

- **Research Subject**

The research subject focuses on exploring the development of new sustainable tourism services and products by SMEs. The study investigates how SMEs in the tourism sector innovate and implement sustainable practices to meet the evolving needs of eco-conscious travellers. By examining various aspects of sustainable tourism development, the research seeks to identify opportunities for SMEs to create value through sustainability-driven innovation.

- **Research Objectives**

- To analyse the potential of sustainable tourism services and products for SMEs in attracting eco-conscious travellers and enhancing competitiveness.
- To identify the motivations driving SMEs in the tourism sector to develop sustainable offerings and their implementation challenges.
- To evaluate the effectiveness of different sustainable tourism practices and products in meeting traveller preferences and sustainability goals.
- To propose a model for SMEs to develop and market sustainable tourism services and products based on empirical findings and best practices.

- **Main Hypothesis**

Developing new sustainable tourism services and products positively impacts SMEs' competitiveness and attractiveness to eco-conscious travellers.



APPLIED RESEARCH PROJECTS

SUSTAINABLE TOURISM INNOVATION: EMPOWERING SMES TO MEET ECO-CONSCIOUS TRAVELERS' DEMANDS

- **Special Hypothesis**

- SMEs that prioritise sustainability initiatives in tourism offerings experience increased demand and customer loyalty compared to those that do not.
- Adopting sustainable tourism practices and products enhances brand reputation and differentiation for SMEs in the tourism sector.

- **Expected Scientific Contribution**

This research project aims to contribute to understanding sustainable tourism development by providing empirical insights into its impact on tourism sector SMEs. By conducting thorough analyses and proposing actionable recommendations, the study offers valuable guidance for SMEs, policymakers, and industry stakeholders seeking to promote sustainability-driven innovation in tourism.

- **Application of the Research Results**

This research's findings have practical implications for SMEs in the tourism sector, enabling them to capitalize on the growing demand for sustainable tourism services and products. By identifying effective, sustainable tourism practices and their impact on competitiveness and customer satisfaction, the research enables SMEs to develop and market offerings that align with sustainability goals and meet traveller preferences. Additionally, policymakers can utilise the proposed model to develop support programs and incentives that facilitate SME participation in sustainable tourism development.

- **Keywords**

Sustainable Tourism, Small and Medium Enterprises (SMEs), Innovation, Eco-conscious Travellers, Competitiveness, Sustainable Practices, Tourism Development.



APPLIED RESEARCH PROJECTS

OPTIMISING SUSTAINABILITY: STRATEGIES FOR EFFECTIVE EVENT MANAGEMENT

- **Importance of the Topic**

In today's era of heightened environmental consciousness and corporate social responsibility, the need for sustainable event management practices is increasingly recognised. Event organisers and businesses hosting events are pressured to minimise their environmental footprint, enhance attendee satisfaction, and demonstrate commitment to sustainability. Understanding the implications of sustainable event management is crucial for achieving these objectives while ensuring successful and responsible event execution.

- **Research Subject**

The research explores sustainable event management practices and their impact on event outcomes. It aims to investigate how event organisers implement sustainability initiatives, assess attendee satisfaction, and manage costs across different event venues and methods. By examining various aspects of sustainable event management, the research seeks to identify effective strategies for optimising event performance while minimising environmental impact.

- **Research Objectives**

- To analyse the impact of sustainable event management practices on event outcomes, including attendee satisfaction and cost-effectiveness.
- To identify the motivations driving event organisers to adopt sustainable practices and the challenges they face in implementation.
- To evaluate the effectiveness of different sustainable event management methods and venues in achieving environmental and economic sustainability.
- To propose a model for optimising sustainable event management strategies based on empirical findings and best practices.

- **Main Hypothesis**

Implementing sustainable event management practices positively influences event outcomes, including attendee satisfaction and cost-effectiveness.



APPLIED RESEARCH PROJECTS

OPTIMISING SUSTAINABILITY: STRATEGIES FOR EFFECTIVE EVENT MANAGEMENT

- **Special Hypothesis**

- Events that prioritise sustainability initiatives experience higher attendee satisfaction than those that do not.
- Sustainable event management methods reduce costs and environmental impact across different event venues.

- **Expected Scientific Contribution**

This research project aims to contribute to the growing knowledge of sustainable event management by providing empirical insights into its impact on event outcomes. The study offers valuable guidance for event organizers, businesses, and policymakers seeking to enhance event sustainability and performance by conducting thorough analyses and proposing actionable recommendations.

- **Application of the Research Results**

This research's findings have practical implications for event organisers, businesses, and policymakers involved in event planning and management. By identifying effective, sustainable event management practices and their impact on attendee satisfaction and cost-effectiveness, the research enables stakeholders to make informed decisions and implement strategies that align with sustainability goals. Additionally, policymakers can utilise the proposed model to develop regulations and incentives that promote sustainable event practices and drive environmental stewardship within the events industry.

- **Keywords**

Sustainable Event Management, Event Planning, Environmental Impact, Attendee Satisfaction, Cost-effectiveness, Best Practices, Sustainability Initiatives.