

# Green (Sustainable) Marketing

## (SELF PACED COURSE)

### Agenda

MODULES	CONTENT
<b>MODULE 1</b>	<p><b>Green Marketing Foundations</b></p> <ul style="list-style-type: none"> <li>▪ Green Marketing Definition</li> <li>▪ The Scope of Green Marketing</li> <li>▪ Historical Context</li> <li>▪ Importance and Benefits</li> <li>▪ Green Marketing and Stakeholders</li> <li>▪ Challenges &amp; Limitations</li> <li>▪ Green marketing for product-based businesses</li> <li>▪ Green marketing for service-based businesses</li> <li>▪ Green marketing for store-front businesses</li> </ul>
<b>MODULE 2</b>	<p><b>Sustainable &amp; Green Branding Strategies</b></p> <ul style="list-style-type: none"> <li>▪ Sustainable branding and positioning</li> <li>▪ Brand identity Key Elements</li> <li>▪ Green marketing strategies</li> <li>▪ Sustainable packaging</li> <li>▪ Global Sustainable Packaging Market</li> <li>▪ Green messaging</li> <li>▪ Collaborative partnerships</li> <li>▪ Case Studies</li> </ul>
<b>MODULE 3</b>	<p><b>Guidelines and Legislation</b></p> <ul style="list-style-type: none"> <li>▪ Green marketing guidelines</li> <li>▪ Green marketing frameworks &amp; legislation</li> <li>▪ Green Claims Directive</li> <li>▪ Green marketing certifications</li> <li>▪ Violations of legislation</li> <li>▪ Future trends</li> </ul>
<b>MODULE 4</b>	<p><b>How to Avoid Greenwashing</b></p> <ul style="list-style-type: none"> <li>▪ Greenwashing</li> <li>▪ Green claims and substantiation</li> <li>▪ Greenwashing case studies</li> </ul>
<b>MODULE 5</b>	<p><b>Communicating sustainability with impact</b></p> <ul style="list-style-type: none"> <li>▪ Responsible Communication in Green Marketing</li> <li>▪ Communicating Corporate Social Responsibility</li> <li>▪ Communicating Sustainability Reporting</li> <li>▪ Rules to enhance ESG Communications</li> <li>▪ Target Audience</li> <li>▪ Message Design</li> <li>▪ Channel Selection</li> <li>▪ Storytelling</li> <li>▪ Authenticity</li> <li>▪ Evaluation</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Case Studies</li> </ul>
<b>Final Quiz</b>	<b>10 Questions based on course content</b>
<b>Assignment</b>	<b>1 Question based on Case Study</b>

### **Importance Notes and Course Attendance Conditions for Achieving Dual Certification**

- You will have a 3-month window starting from the first day of the Certified Sustainability - ESG Practitioner Course to successfully complete the Certified Online Course of your choice (2nd Certificate of Specialization). Upon successful completion of both courses, you will be eligible for Dual Certification.
- If you do not pass one of the two certification processes, you may have the opportunity to retake the certification process three months later, subject to an additional fee of \$350 USD.
- Failure to complete the Dual Certification process within the specified time frame will result in the application of an additional fee.