Crafting Ethical Marketing and Green Consumerism Strategies Training Course

18 - 22 May 2026

Cape town - *

6000 € (Per Person)

Ref: #SUS7527_607225

Course Introduction / Overview:

This training course is designed to equip marketing and business professionals with the strategies needed to navigate the evolving landscape of ethical marketing and green consumerism. As consumers become more aware of the environmental and social impacts of their purchases, companies that communicate their sustainability efforts transparently and effectively gain a significant competitive advantage. This program, offered by BIG BEN Training Center, provides a framework for developing marketing strategies that are both profitable and responsible. We will explore how to build brand trust, avoid greenwashing, and authentically connect with the growing segment of green consumers. The curriculum is informed by the academic work of authors like Michael Solomon, whose book *Consumer Behavior: Buying, Having, and Being* provides a deep look into the psychological and social factors that influence consumer decisions, including those related to ethical consumption. We go beyond traditional marketing to address how a company's values and actions can become its most powerful brand message. This course prepares you to lead with integrity, helping your organization build a brand that is not only successful in the market but also respected for its positive impact on the world.

Target Audience / This training course is suitable for:

- Marketing and brand managers.
- Advertising and public relations professionals.
- Corporate social responsibility (CSR) specialists.
- Product development managers.
- Business owners and entrepreneurs.
- Consumer insights and market research analysts.
- Sustainability officers.
- Government agencies and equivalents.

Target Sectors and Industries:

- Retail and consumer goods.
- Food and beverage.
- Hospitality and tourism.
- Fashion and apparel.
- Technology and electronics.
- Automotive.
- Non-profit organizations.
- Government and public administration agencies.

Target Organizations Departments:

- Marketing and advertising.
- Public relations and communications.
- Product development.
- Corporate social responsibility (CSR).
- Strategic planning.
- Brand management.
- Sales.
- Sustainability.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop an authentic and ethical marketing strategy.
- Identify and understand the green consumer segment.
- Communicate a company's environmental and social values effectively.
- Avoid common greenwashing traps.
- Build brand trust and loyalty through transparency.
- Create a powerful brand narrative based on sustainability.
- Measure the impact of ethical marketing campaigns.
- Align marketing efforts with broader corporate sustainability goals.

Course Methodology:

This training course uses a highly interactive, case-study based methodology. The program is built on a series of real-world marketing campaigns, examining both successes and failures in ethical and green marketing. Participants will work in teams to analyze these campaigns and develop their own strategies for a hypothetical company. We will use workshops to practice crafting ethical messaging, and we will use peer-to-peer discussions to debate the challenges and opportunities of green consumerism. Our trainers, with extensive experience in the field, will provide immediate feedback and guidance throughout the course. BIG BEN Training Center is committed to providing a dynamic and engaging learning environment, ensuring that participants leave with the skills and confidence to create marketing that is both compelling and responsible. This approach transforms a complex topic into a powerful, actionable skill set, preparing participants to lead in a new era of marketing.

Course Agenda (Course Units):

Unit One: The Rise of Ethical and Green Consumerism

- Understanding the green consumer.
- Defining ethical marketing.
- The business case for sustainability in marketing.
- Identifying the drivers of consumer behavior.
- The evolution of the green market.
- Consumer trust and transparency.
- The role of digital platforms.

Unit Two: Crafting an Authentic Brand Narrative

- Identifying your company's core values.
- Building a brand narrative around sustainability.
- Storytelling for social and environmental impact.
- Communicating with authenticity.
- The danger of greenwashing and how to avoid it.
- Engaging with stakeholders.
- Aligning internal and external communication.

Unit Three: Ethical Marketing Strategies

- Developing a marketing plan for green products.
- Pricing strategies for sustainable goods.
- Promotional tactics for ethical brands.
- Choosing the right communication channels.
- Digital marketing and sustainability.
- Ethical considerations in advertising.
- The role of partnerships.

Unit Four: Measurement and Impact

- Defining and measuring success.
- Key performance indicators (KPIs) for ethical marketing.
- Analyzing consumer insights.
- Understanding and using social impact metrics.
- Reporting on marketing's contribution to sustainability goals.
- Customer feedback and continuous improvement.
- The role of market research.

Unit Five: Trends and the Future of Marketing

- Emerging trends in ethical marketing.
- The role of technology in transparency.
- Circular economy and product design.
- The influence of social movements.
- Building a resilient brand.
- Future of consumer behavior.
- Career pathways in ethical marketing.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a company's marketing strategy effectively address consumer skepticism about green claims while also inspiring genuine behavior change towards more sustainable consumption?

What unique qualities does this course offer compared to other courses?

This training course stands out by providing an integrated and specialized focus on the intersection of marketing and sustainability. While other courses may cover one or the other, our curriculum is designed to help professionals create marketing that is both powerful and responsible. We go beyond surface-level concepts to address the strategic and ethical complexities of the field, including the significant challenge of avoiding greenwashing. The program is a hands-on experience, with exercises that directly simulate real-world marketing scenarios. We emphasize the strategic importance of building brand trust through authentic action, preparing participants to lead with integrity. This course is for professionals who want to create marketing that not only drives sales but also builds a strong, respected brand with a positive impact on the world.