

SUSTAINABILITY IN MARKETING: A PURPOSE-LED APPROACH



DURATION

2 Days



FEES

\$S\$2,980* excluding GST
\$S\$3,248.20 with GST



LEADERSHIP LEVEL

Mid to Senior Management

OVERVIEW

Transform and Differentiate your Brand by Embedding Purpose in Marketing

In a world experiencing drastic environmental degradation and increasing socio-economic disparity, the call for brands to embed purpose into their marketing strategies is louder than ever. Governments, environmental and social activist groups, as well as consumers increasingly demand brands embed purpose in their entire marketing value chain.

From product design and development to packaging and distribution, companies and brands must strive to deliver value in an ethical, socially responsible, and environmentally sustainable manner. A clear purpose-led approach combined with transparency and authenticity builds long-term resilience and brand love.

Evidence shows that companies which embrace this approach in marketing can better differentiate themselves from competition and achieve profitable, sustainable growth. Purpose-led brands benefit from price leadership, stronger brand equity, advocacy, and customer loyalty.

CORE FOCUS

- Understanding the rationale, evidence, and desired outcomes of purpose-led marketing
- Developing a social purpose marketing strategy aligned with societal needs to which the brand can make a meaningful contribution
- Integrating social responsibility and environmental sustainability in the marketing mix development and execution
- Addressing social washing and greenwashing – avoidance and risk mitigation
- Building and leveraging the social purpose ecosystem – collaboration with other brands, partners, NGOs, non-profits, and governments –to deliver maximum social and environmental impact
- Establishing a framework for assessing the impact of purpose-led marketing on the organization and brand

WHO SHOULD ATTEND

Senior marketers and business leaders who lead the marketing and ESG function, or general managers whom marketing leaders report to.

KEY BENEFITS

- Effectively market and brand products and services in an environment of increasing ESG compliance
- Understand and embed purpose in the marketing mix strategy development and execution
- Build and transform brands to be more purpose-led, supported by a strong and consistent brand narrative and advertising
- Learn how to collaborate and align the partner ecosystem to sustainably deliver purpose-led products and services.
- Be equipped with a framework to assess purpose-led marketing programmes and initiatives.

PROGRAMME DIRECTOR



PREM SHAMDASSANI
Associate Professor, Marketing;
Academic Director, The NUS Executive
MBA; Co-Director, Stanford-NUS
Executive Programme in International
Management



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*GST applies to individuals and Singapore registered companies.
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ENQUIRIES

E: exec_edu@nus.edu.sg
T: +65 6516 7872