

Marketing Approaches for Sustainable Products & Services

2 days

Understanding how sustainability creates customer value

Who should attend:

- Aspiring future sustainability managers & consultants
- Professionals, managers and entrepreneurs with an interest in sustainability and responsible leadership

Course description:

This module enables participants to understand the possibilities of sustainability marketing to create sustainable solutions and customer value. Different innovative business models are analyzed and critically reflected in the context of sustainability and ethics. Moreover the expectations and influences of modern customers will be analyzed to understand changes in markets, as well as possibilities for sustainable solutions in developing effective strategies for differentiation and innovation.

Seminar Objectives:

This module will equip you with essential marketing and communications skills to successfully address sustainability challenges and create customer value. The course addresses the following points:

- Identifying challenges of communicating sustainability
- Organizing inbound and outbound communication of sustainability
- Using sustainability to create customer value
- Marketing challenges in creating sustainable solutions, with a special focus on psychological aspects
- The heterogeneous expectations and influences of different customers in the sustainability field
- Apply marketing and communications insights to business model innovation
- Applying marketing and communications insights to the projects

Dr. Marko Majer

Dr. Marko Majer is an expert in fields of generational leadership and marketing communications. He has founded and managed one of the leading advertising agencies in Slovenia, Mayer McCann, and in 25 years collected many awards for their work on most prominent global client brands. While working with young talent, he got interested in research of their values and ambitions, which led him to a doctoral research of the Millennials in the European advertising industry.

The leadership aspects of this research extend into a broader perspective of leadership practice, so after finishing his PhD at the IEDC Bled School of Management he also published it in a book. Dr. Majer frequently lectures about leadership and marketing in relation to practical experience.

This course is an integral part of the DAS in Sustainable Business (30 ECTS in total) and BSL's MBA in Sustainable Business (60 ECTS in total).

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