



datamantra



ESG in Marketing

Lets have a deep understanding on ESG Concepts used in marketing

We just need your **30 hours** from your life..



15000+ Happy
Students



Best in Online & Offline
Training Experience



Industry Recognized
Expert Mentors

Program Curriculum



Lesson 1

Introduction to ESG in Strategy and Marketing - 3 Hours

- Understanding ESG and Its Importance
- Challenges in ESG Implementation
- Activity: Brainstorming session to identify potential barriers to ESG in small businesses



Lesson 2

Developing an ESG-Focused Business Strategy- 3 Hours

- Integrating ESG Principles
- Conducting a Materiality Assessment
- Hands-On Exercise: Students will work in pairs to perform a simplified materiality assessment for a provided case (e.g., a retail company). They will identify significant ESG issues and categorize them into a materiality matrix.
- Identifying opportunities for innovation through sustainability.
- **Case Study:** "Nestlé and Sustainable Sourcing" – Analyze how Nestlé integrates ESG principles into its sourcing strategy. Identify gaps and propose improvements.)



Lesson 3

Sustainable Competitive Advantage - 4 Hours

- Discussion on how sustainability integrates with core business functions to create a competitive edge.
- Understanding the financial implications of sustainability metrics and their role in business performance and investor confidence.
- In-depth analysis of companies that have achieved competitive advantage through ESG strategies.
- **Project:** Students will work in teams to develop a sustainability roadmap for a fictional mid-sized company. The roadmap should include a clear vision, measurable goals, timelines, and resource allocation strategies.



Program Curriculum



Lesson 4

ESG in Market Research and Consumer Insights - 5 Hours

- Conducting Market Research with an ESG Lens.
- Understanding key ESG concerns influencing consumer decision-making, such as ethical sourcing, sustainable packaging, and corporate transparency.
- Translating ESG-related consumer insights into actionable strategies for marketing, product development, and corporate governance
- **Case Study:** Analyze how a company like Apple addresses environmental concerns through recycling initiatives and sustainable product design.
- **Hands-On Activity:** Develop an environmental sustainability plan for a hypothetical product launch, addressing lifecycle and resource use.



Lesson 5

Branding and Positioning with ESG- 5 Hours

- Understand Core elements of ESG-driven brand identity: transparency, accountability, and sustainability.
- Crafting impactful ESG narratives for different audiences (investors, customers, and employees).
- Measuring and showcasing progress on sustainability goals internally and externally.
- **Group Activity:** Design an internal campaign to promote sustainability practices within a company.



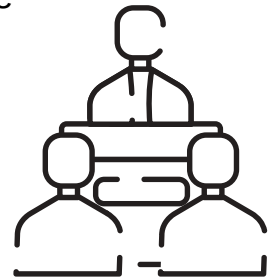
Program Curriculum



Lesson 6

Digital Marketing and ESG - 5 Hours

- Overview of digital platforms (social media, blogs, corporate websites, and email marketing) and their role in ESG promotion. Social Media Strategies: Best practices for engaging audiences through interactive content such as polls, videos, and live sessions.
- Crisis management: Responding to backlash or criticism related to ESG efforts on social media.
- In-depth analysis of campaigns by companies like Patagonia, Unilever, or Starbucks that used digital marketing to promote sustainability initiatives.



Lesson 7

CSR & Measuring and Reporting ESG Impact - 5 Hours

- Identifying key ESG performance indicators (KPIs) relevant to marketing initiatives (e.g., carbon footprint, diversity metrics, resource efficiency).
- Strategies for effective and transparent ESG communication across different stakeholder groups (investors, customers, employees, regulators).
- **Workshop:** Students will outline a mock ESG report based on provided data for a hypothetical marketing campaign.

OUR TESTIMONIALS



Aryaa Shah

4 reviews



★★★★★ a month ago

Ayush ma'am, she is a great corporate trainer who explains each concept and clears doubts, her teaching style is amazing.



Jaya Vimal

2 reviews



★★★★★ a month ago

Ayushi Tiwari demonstrates an engaging and effective teaching style, blending clear explanations with interactive methods that make learning enjoyable and impactful.



Anjali Krishna T L

3 reviews



★★★★★ a month ago

I am doing a course on Finance by Ayushi Tiwari ma'am. The classes are easy to understand and very informative even for those who do not have any prior knowledge about the subject



Akhil kumar

1 review



★★★★★ 2 months ago

Truly inspiring i had great learning experience with ayushi mam. Every class was worth knowledgable and it was great learning from such a great and knowledgable faculty.



Gazal Jaggi

2 reviews



★★★★★ 2 months ago

Such a great tutor Ms. Ayushi Tiwari, she filled us with a huge knowledge of ESG. Such a fascinating teacher with polite nature and understanding, it was great to learn from you.



Mannat narang

5 reviews



★★★★★ 2 months ago

Truly inspiring Ayushi mam
Very informative sessions and had a great learning

CERTIFICATE OF ACHIEVEMENT



CERTIFICATE

OF ACHIEVEMENT

PROUDLY PRESENTED TO

Name Surname

HAS SUCCESSFULLY COMPLETED THE ONLINE COURSE

ESG in Marketing

He/She has excelled at Python Mastery by successfully completing all the assignments & modules associated with the program.

DATE:



Talun Sachdeva

AUTHORIZED SIGNATORY



MEET YOUR TUTOR



Ayushi Tiwari

Finance & Soft Skills trainer

Head of Finance & Soft Skills
DataMantra, Instructor

[LinkedIn](#)

8 years of academic and corporate training experience in Accounting, Taxation, Business Laws, Finance, Financial Risk Management, Economics, and Fintech. Ayushi has worked as a faculty member for CA, CS, CMA, and ACCA (Entrance & Executive) courses and served as a guest lecturer for MBA programs at universities in Bangalore, Chandigarh and Pune.

She has also delivered corporate and professional training programs, both onsite and offsite, specializing in ESG, Financial Analysis with AI, Income Tax, GST, Risk Management, and Soft Skills.

Her experience includes engagements with educational institutions (IIM Ranchi, IIM Calcutta, IIM Bodhgaya, Chitkara, LBSIM Delhi), corporate clients (GHCL Ltd), and EdTech platforms (UpGrad, Sunstone, Henry Harvin, YHills, Zell Education, Datamantra). She blends academic concepts with practical insights to help learners develop strong industry-relevant skills.

Are you ready to take the next step in your career and join our hands-on training program?

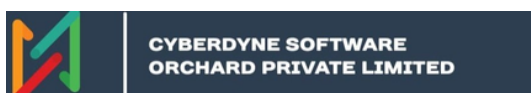
Please note that our program requires a fee, which is payable only upon confirmation of your successful admission.

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OUR GLOBAL PARTNERS



OUR VISION

Help & Guide students globally with innovative, personalized education for empowered learning and especially in changing the Domain.

OUR MISSION

Empowering individuals worldwide, our mission is to provide accessible and top-quality education, fostering skills that drive career success and personal growth.

OUR STORY

Our story is one of dedication to shaping futures, breaking barriers, and creating a dynamic and easy learning environment for every student and Corporate professionals



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