Corporate Social Responsibility (CSR) Communication Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Corporate Social Responsibility (CSR) Communication has become a strategic business imperative in today's sustainability-driven economy. Organizations are increasingly expected to demonstrate transparency, accountability, environmental stewardship, ethical governance, stakeholder engagement, ESG compliance, social impact measurement, and sustainable development commitments. Effective CSR communication enables organizations to build trust, enhance brand reputation, strengthen stakeholder relationships, and communicate measurable impact across diverse audiences. As investors, customers, regulators, and communities demand greater transparency, organizations must develop robust communication frameworks that align CSR initiatives with corporate strategy and sustainability goals.

Corporate Social Responsibility (CSR) Communication Training Course equips participants with advanced skills to design, implement, and evaluate impactful CSR communication strategies. Participants will explore emerging trends such as ESG reporting, sustainability storytelling, digital stakeholder engagement, impact communication, green marketing ethics, social media advocacy, corporate citizenship, SDG alignment, responsible branding, and integrated sustainability communication. Through practical case studies, simulations, and real-world applications, learners will gain the expertise required to communicate CSR initiatives effectively while enhancing organizational credibility, stakeholder trust, and long-term business value.

Programme Curriculum

Corporate Social Responsibility (CSR) Communication Training Course

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5 days

Course Objectives

By the end of this training, participants will be able to:

1. Develop strategic CSR communication frameworks aligned with ESG objectives.
2. Design stakeholder engagement strategies using digital communication tools.
3. Create compelling sustainability storytelling campaigns.
4. Integrate ESG reporting and sustainability disclosures into communication plans.
5. Enhance corporate reputation through transparent impact communication.
6. Apply social media strategies for CSR advocacy and awareness.
7. Communicate SDG-aligned initiatives effectively to diverse audiences.
8. Measure and report social impact using data-driven communication techniques.
9. Manage CSR-related crises and reputation risks proactively.
10. Develop responsible branding and ethical marketing communication strategies.
11. Utilize AI-powered communication tools for sustainability reporting.
12. Strengthen community engagement and public trust initiatives.
13. Evaluate CSR communication effectiveness using analytics and performance indicators.

Target Audience

1. Corporate Communication Managers
2. CSR and Sustainability Managers
3. Public Relations Professionals
4. ESG and Compliance Officers
5. Marketing and Brand Managers
6. NGO and Development Practitioners
7. Government Communication Officers
8. Corporate Affairs and Stakeholder Engagement Professionals

Course Modules

Module 1: Foundations of CSR Communication

- Evolution of CSR and sustainability communication
- ESG principles and corporate citizenship
- Stakeholder expectations and trust building
- CSR communication frameworks and standards
- Ethical communication practices
- **Case Study:** Unilever Sustainable Living Plan Communication Strategy

Module 2: Stakeholder Engagement and Relationship Management

- Stakeholder mapping and analysis
- Community engagement strategies
- Employee advocacy programs
- Investor and shareholder communication
- Multi-stakeholder collaboration models
- **Case Study:** Starbucks Community Engagement Initiatives

Module 3: Sustainability Storytelling and Content Development

- Storytelling for social impact
- Impact-driven content creation
- Visual storytelling and multimedia communication
- Human-centered narratives
- Authenticity and transparency in messaging
- **Case Study:** Patagonia's Environmental Activism Campaigns

Module 4: ESG Reporting and Sustainability Disclosure

- Global reporting frameworks
- ESG communication strategies
- Sustainability reporting standards
- Data visualization and impact reporting
- Communicating ESG performance metrics
- **Case Study:** Microsoft Sustainability Reporting Framework

Module 5: Digital CSR Communication and Social Media

- Digital sustainability campaigns
- Social media advocacy strategies
- Influencer partnerships for social impact
- Online reputation management
- AI-powered communication platforms
- **Case Study:** LEGO Sustainability Social Media Campaign

Module 6: Responsible Branding and Corporate Reputation

- Purpose-driven branding
- Brand trust and credibility
- Green marketing and ethical communication
- Reputation risk assessment
- Building sustainable brand value
- **Case Study:** IKEA People & Planet Positive Strategy

Module 7: Crisis Communication and Reputation Management

- CSR crisis preparedness
- Managing misinformation and public scrutiny
- Crisis communication planning
- Media relations during controversies
- Post-crisis reputation recovery
- **Case Study:** Johnson & Johnson Corporate Responsibility Crisis Response

Module 8: Measuring CSR Communication Impact

- Communication KPIs and performance metrics
- Social impact measurement tools
- Stakeholder feedback mechanisms
- ESG communication analytics
- Continuous improvement frameworks
- **Case Study:** Coca-Cola Sustainability Impact Measurement Program

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com