

## Green Greenwich:

Showcasing our University of Greenwich Community

### Meet Dr Keren Darmon: Bridging Marketing Strategy and Sustainability in PR Planning



#### ABOUT

Keren Darmon is integrating sustainability into the MA Strategic Marketing programme, specifically in the COMM1012 PR Planning module. By leveraging real-world scenarios and aligning them with the United Nations Sustainable Development Goals (SDGs), Keren is empowering students to apply their marketing acumen to address pressing global challenges.

#### WORK

The COMM1012 PR Planning module takes a hands-on approach to sustainability, requiring students to select a UK-based organisation and track its media coverage throughout the term. The assignment mandates identifying 3-5 PR issues the organisation is facing, choosing one issue aligning with a UN SD Goal, and crafting a comprehensive PR plan to address it. This practical application of knowledge enables students to bridge theory and practice. By actively engaging with real-world organisations and aligning their challenges with UN SDGs, students gain a deeper understanding of how marketing strategies can contribute to broader societal and environmental objectives. This approach not only enhances their problem-solving skills but also instills a sense of responsibility in marketing practices.

#### SDGs

This intervention provides an overview of all the SDGs, allowing students to explore the interconnected nature of sustainable development. Moreover, by selecting one SDG to address in their PR plan, students delve deeper into specific goals, contributing to a more nuanced understanding of the multifaceted aspects of sustainability.