

Marketing Ethics and Social Responsibility

FSBN Marketing 2

Social Criticisms of Marketing

- **Marketing's Impact on Individual Consumers**
 - **High Prices**
 - **High Costs of Distribution**
 - **High Advertising and Promotion Costs**
 - **Excessive Markups**
 - **Deceptive Practices**
 - **High-Pressure Selling**
 - **Shoddy or Unsafe Products**
 - **Planned Obsolescence**
 - **Poor Service to Disadvantage Consumers**

Social Criticisms of Marketing

- **Marketing's Impact on Society as a Whole**
 - False Wants and Too Much Materialism
 - Too Few Social Goods
 - Cultural Pollution
 - Too Much Political Power
- **Marketing's Impact on Other Business**

Social Criticisms of Marketing

- **Citizen and Public Actions to Regulate Marketing**
 - **Consumerism**
 - **Environmentalism**
 - **Public Actions to Regulate Marketing**

Business Actions Towards Socially Responsible Marketing

- **Enlightened Marketing**
 - **Consumer-Oriented Marketing**
 - **Innovative Marketing**
 - **Customer-Value Marketing**
 - **Sense-of-Mission Marketing**
 - **Societal Marketing**

Reference

- **Principles of Marketing by Philip Kotler and Gary Armstrong – 11th Edition Pearson Education**