



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35



19BAT611 – Marketing Management

Unit I – Introduction to Marketing



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Redesigning Common Mind & Business Towards Excellence



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Build an Entrepreneurial Mindset Through Our Design Thinking FrameWork



Guess the Topic!!!

Ethics and Social
Responsibility in
Marketing





Recap



*Let's
Recap*





Discussion about....

- Why to study the Marketing Ethics and Social Responsibility
- Social Responsibility in Marketing
- Marketing Ethics





Reason to study the Ethics and Social Responsibility in Marketing





Social Responsibility in Marketing





Social responsibility and Ethics

Two concepts are interrelated, companies that support socially responsible decisions and adheres to a code of conduct likely to have positive effects on society.





MARKETING ETHICS

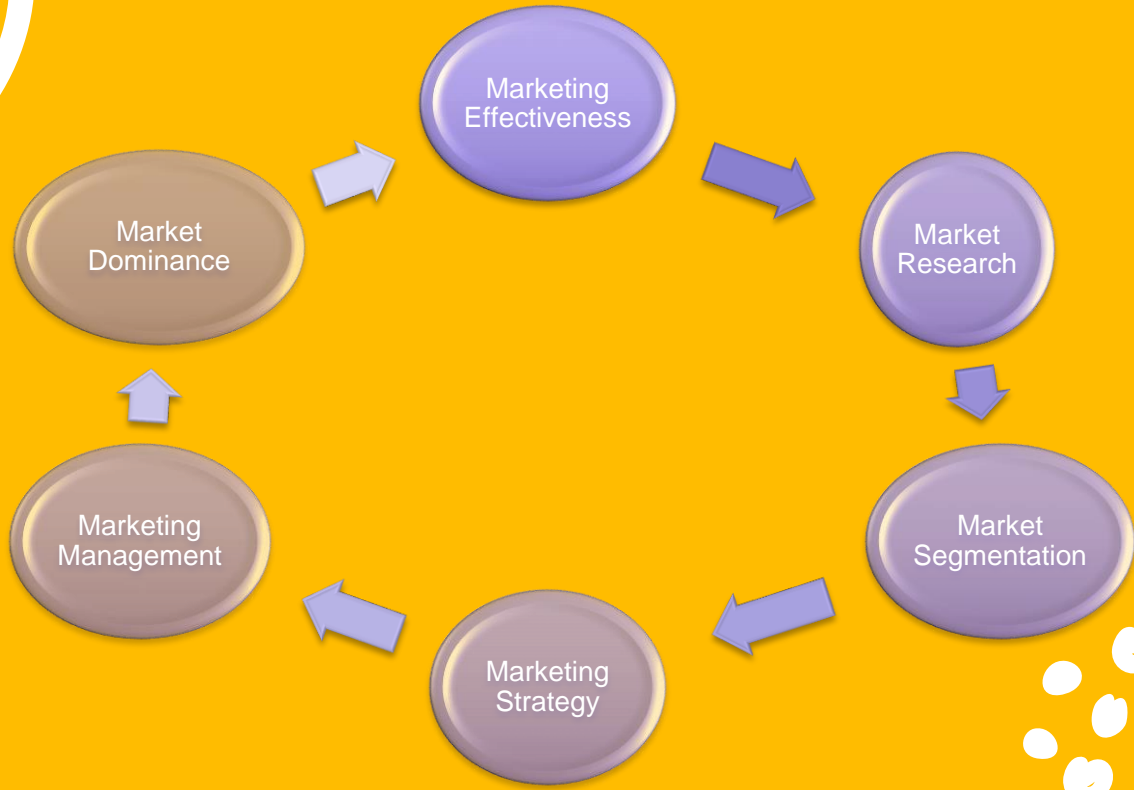
What principle should guide companies and marketing managers on issues of ethics and social responsibility?

Free market and legal system

Responsibility falls to individual companies and managers



MARKETING ETHICS





6 Steps for Socially Responsible Marketing





Knowledge Check

Which of the following is/are advantage of social responsibility?

- X Possession of resources
- X Ethical obligation
- X Public image
- X All of the above

All of the above

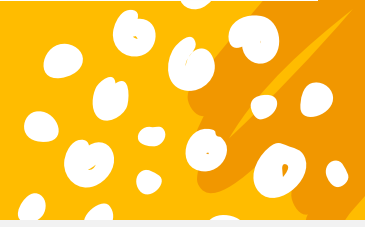




Summary



- Why to study the Marketing Ethics and Social Responsibility
- Social Responsibility in Marketing
- Marketing Ethics





References

- https://www.marketing-schools.org/types-of-marketing/ethical-marketing/
- https://www.investopedia.com/ask/answers/042215/why-social-responsibility-important-marketing.asp



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Thanks!

