Chapter 18

To consolidate your learning, the key points from this chapter are summarized here:

■ Assess the negative impact that marketing has on society.

The critical marketing perspective suggests that marketing impacts negatively on society. The perspective calls for the (re-)evaluation of marketing activities, categories, and frameworks to improve them, so that marketing can operate in a more desirable manner within society. It critiques the nature of marketing knowledge and questions in whose interests existing frameworks, approaches, and techniques operate.

■ Define sustainable marketing and its implications for marketing practice.

Sustainable marketing has been termed the ‘third age’ of green marketing, and it is concerned with ecological, equitable, and economic impacts of marketing practice. Sustainable marketers seek to meet the needs of existing generations, whilst not compromising the ability of future marketers to meet those of future generations. Consequently, companies are re-imagining marketing practices, for example by recovering the costs of investment financing over longer payback periods, by emphasizing the full costs of purchase to customers, by considering all members of the supply chain and ensuring that they are paid equitably, and by demarketing consumption to vulnerable groups or those who are overconsuming.

■ Define stakeholder marketing and its role in corporate social responsibility initiatives.

Stakeholder marketing comprises marketing activities undertaken in a system of interaction with different stakeholders and aimed at generating value for all stakeholders involved, both internal and external to the organization. Stakeholder marketing is important for an organization’s ability to develop successful CSR programmes that demonstrate a concern for social and/or environmental issues. By implementing stakeholder marketing, an organization ensures that its CSR engagements are relevant to the concerns of its stakeholders.

■ Define marketing ethics.

Marketing ethics is concerned with how marketers go about the marketing process. In particular, it is the application of moral principles to decision-making in marketing and the consideration of the outcomes of those decisions.

■ Explain the common ethical norms applied in marketing.

Marketing ethics can be divided into normative and descriptive branches, distinguishing between how we *ought* to act and how people *actually behave* when making marketing decisions. The five main normative approaches to marketing decision-making are: deontological ethics (doing ‘the right thing’ because it’s the right thing to do); teleological ethics (the right thing to do is the thing with the right consequences); managerial egoism (doing the right thing because it’s the best thing to do for ourselves); utilitarianism (doing the right thing for the largest number of people); and virtue ethics (doing the right thing for everyone).

■ Describe the role of ethics in marketing decision-making.

Models of marketing decision-making outline the importance of the ethical content of a situation and the importance of ‘significant others’, employees’ values, and the ethical training given by a company in line with its own ethical policy. Hunt and Vitell’s (2006) model of marketing decision-making stresses the importance of considering what is the *right* thing to do (deontological norms) and what are the *right* intended outcomes for us to follow (teleological norms).

■ Understand how ethical breaches occur in marketing mix programmes.

Ethical breaches occur in all aspects of an organization’s marketing activity, including pricing, promotion, product, and place (distribution) policies. Ethical breaches are often made by employees who may or may not be following company ethical guidelines and codes of conduct appropriately.