**SOCIETAL AND SOCIAL MARKETING**

**Learning Outcome 4: ACTIVITY 6**

**HOMEWORK ACTIVITY**

**Societal marketing example project**

The societal marketing concept is one where the marketer is required to adhere to the principles of social responsibility in the marketing of their goods and services. They should satisfy the needs and wants of their target markets, in ways that preserve and enhance the well-being of consumers and society as a whole. Marketers have to fulfil the needs of the target audience in ways that improve society as a whole, while fulfilling the objectives of the organisation.

A problem to the widespread implementation of the societal marketing concept is the short-term orientation embraced by most business executives in their drive for increased market share and quick profits.

As your homework, complete the following tasks:

1. Find at least two examples (e.g. advertisements, articles, online or in the local community) depicting practices that are consistent with the societal marketing concept and two examples of business practices that contradict this concept. Bring your examples to class to show your classmates.
2. Explain your choices, giving information about the pros and cons of the campaigns and your view on their success. Put this information into a presentation format to share with the class.

You should allow for two hours of preparation, research and analysis before presentation to class for discussion.