

# Lecture 1: Marketing in the Twenty-First Century

## Episode 2: The Evolution of Marketing

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[Sustainability Marketing – A Global Perspective]

Lecture 1: Marketing in the Twenty-First Century • Episode 2 • Prof. Ken Peattie

## Lecture 1: Overview

Episode 1: Towards a Sustainable Century

**Episode 2: The Evolution of Marketing**

Episode 3: Interview



## Learning Outcomes

### **Learning Outcome 1:**

Understand the nature of marketing and how it has evolved over time.

### **Learning Outcome 2:**

Critique the conventional mainstream marketing management paradigm and understand its shortcomings.

### **Learning Outcome 3:**

Appreciate the roots of sustainability marketing as a new approach to tackling the existing problems of marketing and creating a form of marketing that is fit for the future.



## Structure of the Episode

1. Marketing Defined
2. Marketing's Evolution and Key Components
3. Marketing in Crisis
4. Sustainability and the Marketing of the Future



## So What Is....

VIRAL INNOVATION ADVERTISING  
ANALYSIS COMMUNICATION  
**MARKETING**  
SOCIAL  
STRATEGY SELL  
RESEARCH MEDIA SUPPORT  
PLAN SOLUTIONS PRODUCT ORGANIZATION

?



## One of Many Definitions:

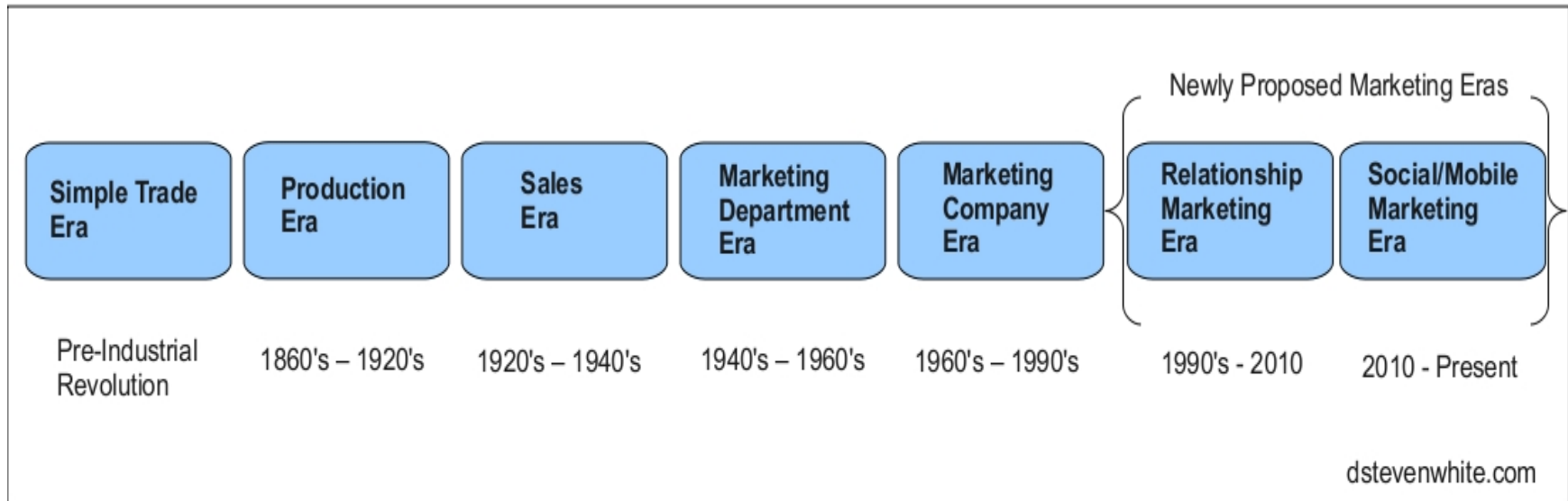
For many years the Chartered Institute of Marketing offered the following definition:

“Marketing is the management process responsible for identifying, anticipating and satisfying consumers' requirements profitably.”

Source: [www.cim.co.uk](http://www.cim.co.uk)



# Marketing – An Ongoing Evolution



Source: D. Steven White ([www.dstevenwhite.com/2010/06/18/the-evolution-of-marketing](http://www.dstevenwhite.com/2010/06/18/the-evolution-of-marketing))



## The Core Components of Modern Marketing

By the end of the 1970s the 'Modern' managerial mainstream of marketing had become established with the following core components:

- The marketing philosophy;
- The marketing environment;
- Marketing research;
- Marketing segmentation;
- The 'Marketing Mix' (The 4 Ps of Product, Place, Price and Promotion);
- Competitive advantage;
- The marketing planning and management process.





## Marketing in Crisis??

*"The productivity of marketing cannot be improved within the existing frameworks and structures. As long as marketing's major responsibility is customer acquisition and promise-making, the costs of marketing will continue to grow, and its effectiveness will continue to go down... Marketing as a discipline is in crisis. And marketing as a business practice responsible for customer management is losing credibility."*

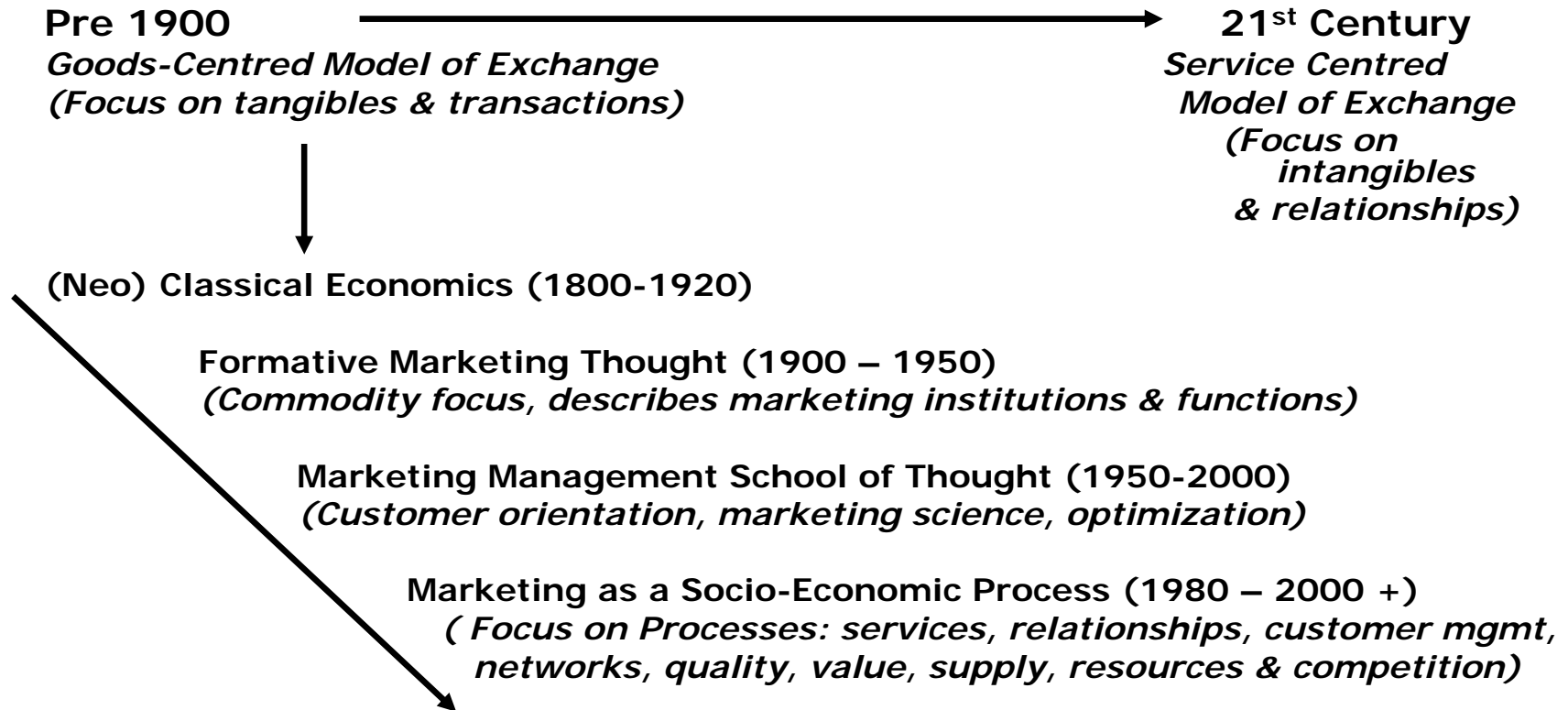
**(Christian Grönroos, 2007)**



Source: [www.hanken.fi/staff/gronroos](http://www.hanken.fi/staff/gronroos)



# Evolving to a New Dominant Logic of Marketing



Source: Adapted from Vargo and Lusch (2004)



## The CIM's 2007 Proposed New Definition

*The strategic business function that creates value by stimulating, facilitating and fulfilling customer demand. It does this by building brands, nurturing innovation, developing relationships, creating good customer service and communicating benefits.*

*By operating customer-centrally, marketing brings positive return on investment, satisfies shareholders and stakeholders from business and the community, and contributes to positive behavioural change and a sustainable business future.*

Source: [www.cim.co.uk](http://www.cim.co.uk)



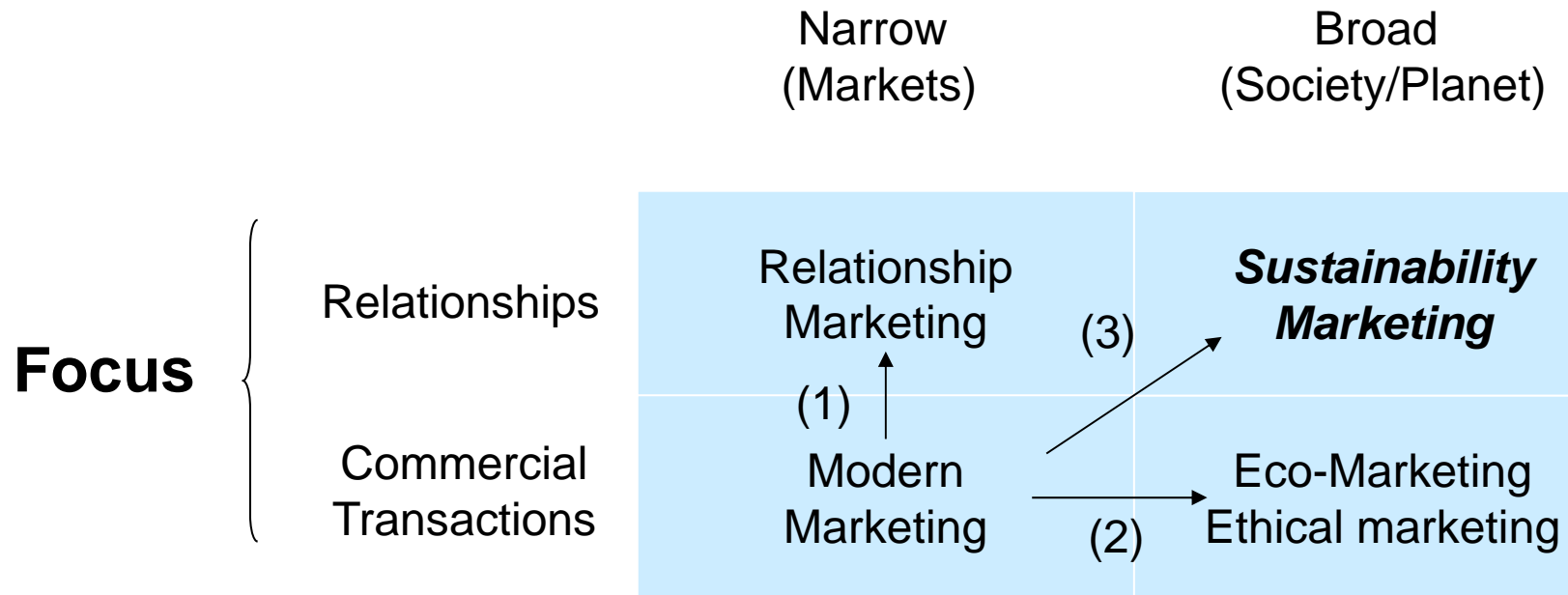
## Sustainability Marketing – For EVER

- E**cologically oriented, taking account of the ecological limits of the planet and seeking to satisfy our needs without compromising the health of ecosystems and their ability to continue delivering ecosystem services;
- V**iable, from technical feasibility and economic competitiveness perspectives;
- E**thical, in promoting greater social justice and equity, or at the very least in terms of avoiding making any existing patterns of injustice worse;
- R**elationship-based, which move away from viewing marketing in terms of economic exchanges towards viewing it as the management of relationships between businesses and their customers and other key stakeholders.



# Towards Sustainability Marketing

## Scope





## Review and Discussion Questions

1. What are the core components of the modern mainstream marketing discipline?
2. In what ways do you believe that sustainability marketing is an evolutionary development of existing marketing practices, and in what ways might it be considered revolutionary?



## References

- Belz, F.M., Peattie, K. (2012): Sustainability Marketing: A Global Perspective, 2. ed., Chichester: Wiley, p.1-20.
- White, D.S. (2010): The Evolution of Marketing, <http://dstevenwhite.com/2010/06/18/the-evolution-of-marketing/>
- Gronroos, C. (2007): In Search of a New Logic for Marketing, Chichester: John Wiley & Sons Ltd.



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## In Cooperation



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