

Lecture 2: Framing Sustainability Marketing

Episode 1: The External Context

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[Sustainability Marketing – A Global Perspective]

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Lecture 2: Overview

Episode 1: The External Context

Episode 2: CSR – The Internal Context

Episode 3: Interview



Learning Outcomes

Learning Outcome 1:

Become familiar with the notion of the dominant social paradigm (DSP) as a context of, and constraint for, sustainability marketing.

Learning Outcome 2:

Understand the antecedents and key components of sustainability marketing.

Learning Outcome 3:

Appreciate how notions of sustainability might vary within different cultures and societies around the world.



Structure of the Episode

- Marketing in its Social Context
- Antecedents of Sustainability Marketing
- Elements of Sustainability Marketing
- A Global Context



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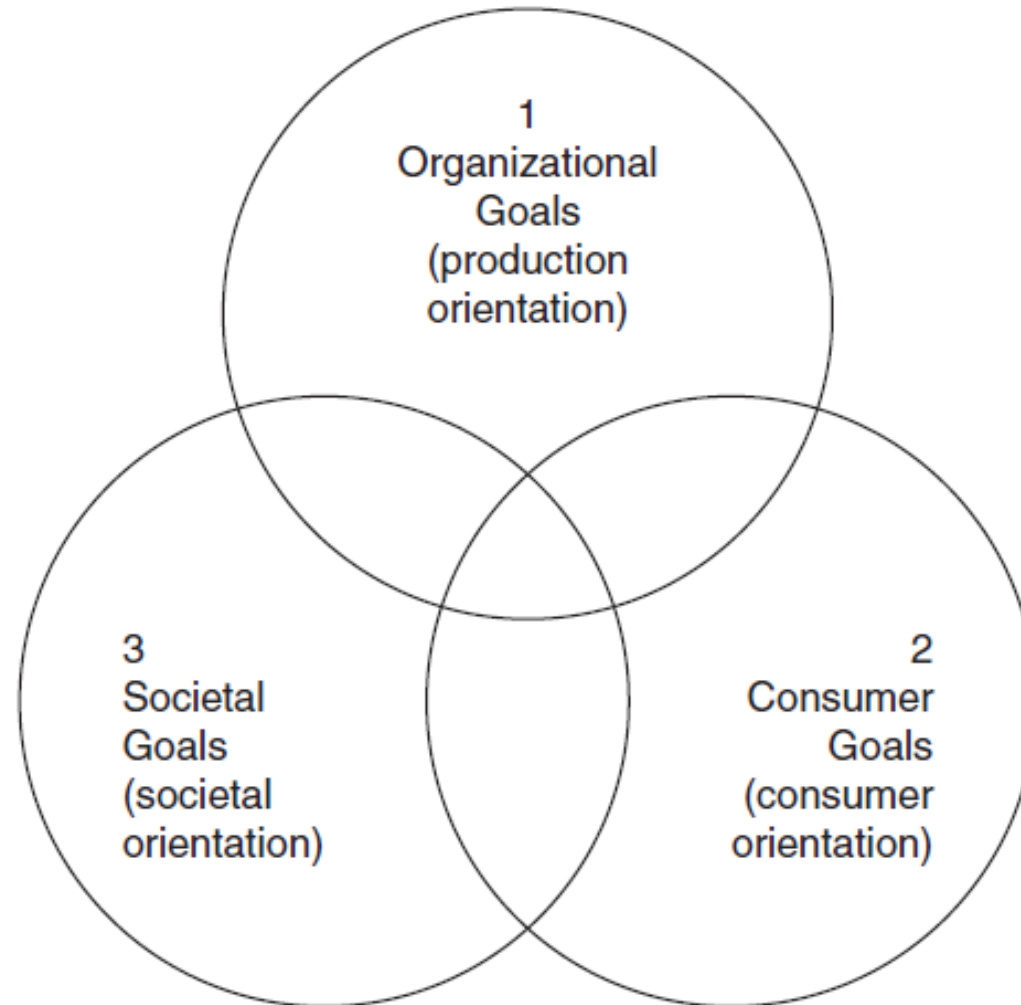
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Marketing Within Its World





Evolution of the Marketing Perspective



Source: Bartels, R. and Jenkins, R.L. (1977) 'Macromarketing', *Journal of Marketing*, 44(4): 17–20.



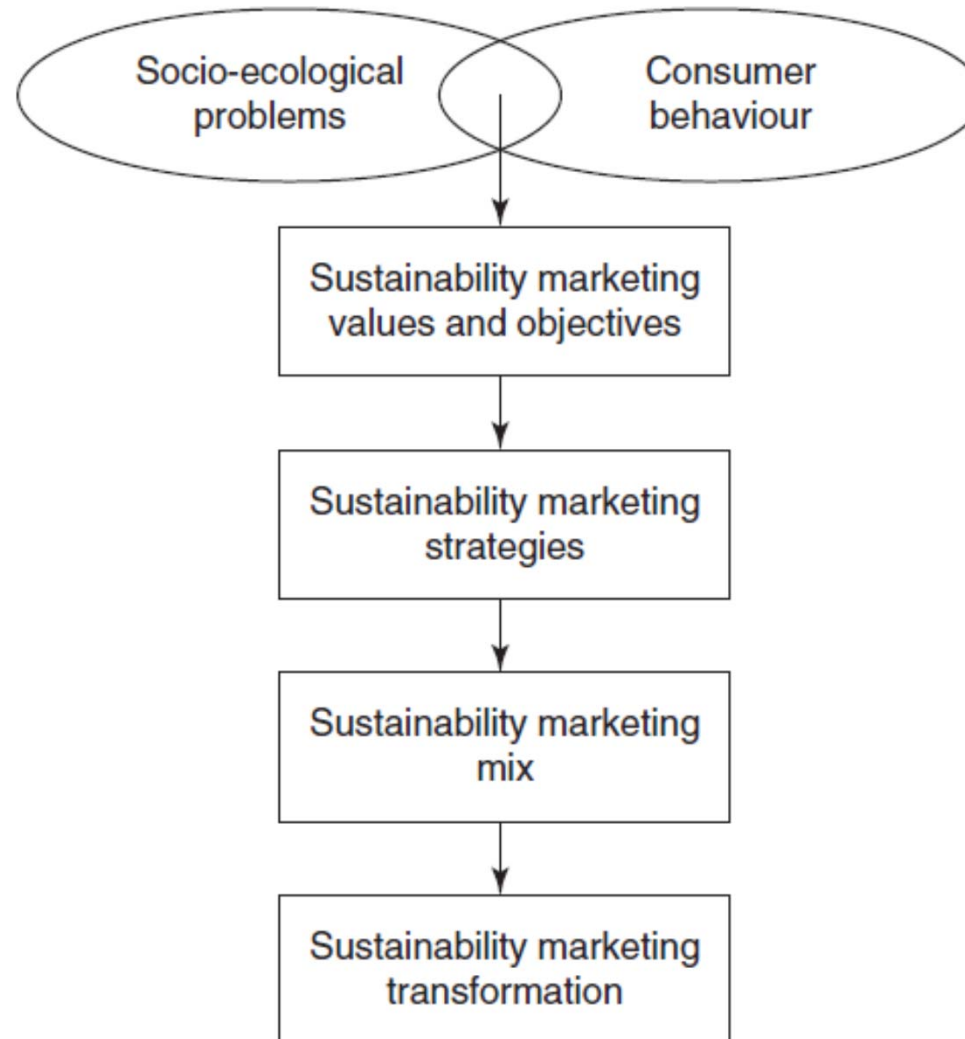
Antecedents to Sustainability Marketing

Several approaches to marketing have addressed the marketing-society- environment relationship including:

- Societal marketing;
- Social marketing;
- Ecological marketing;
- Green/environmental marketing;
- Sustainable marketing;

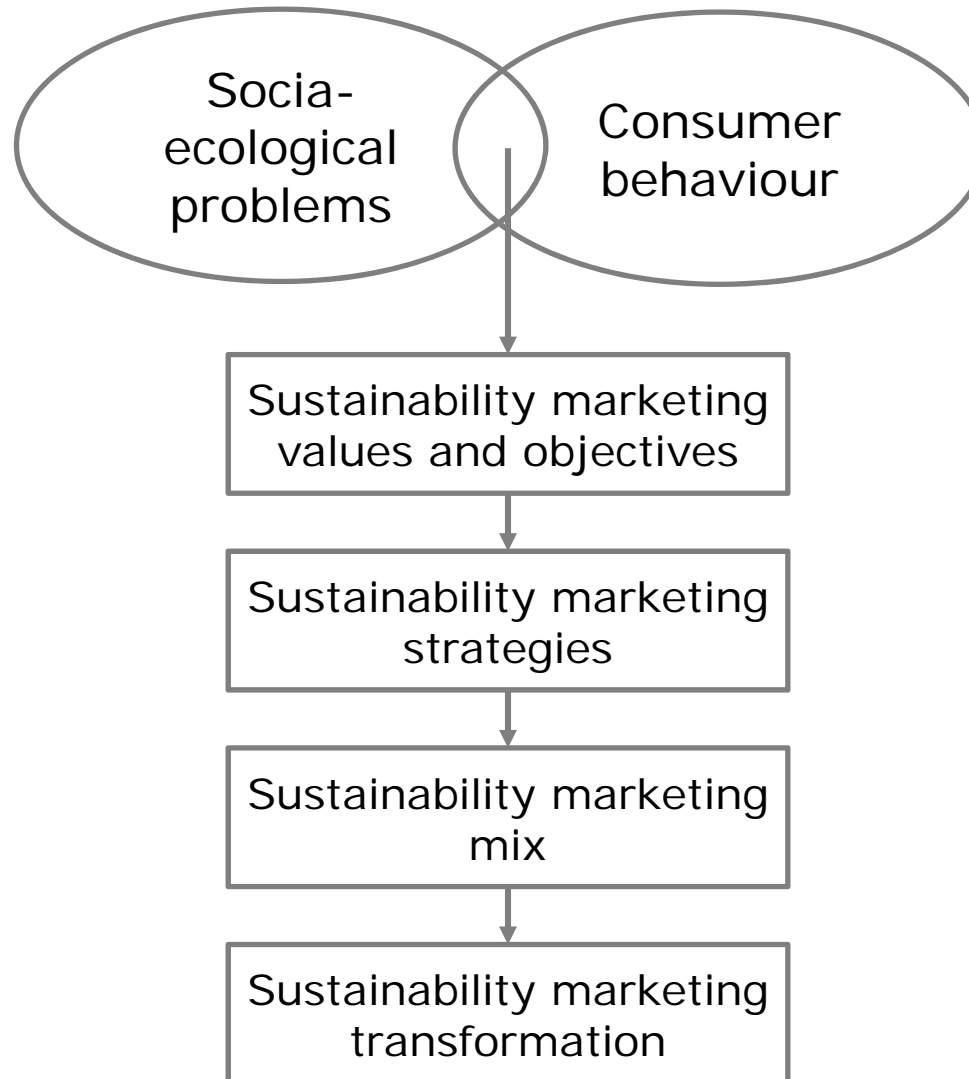


Framing Sustainability Marketing





Framing Sustainability Marketing





The Sustainability Marketing Mix

The Conventional Four Ps:

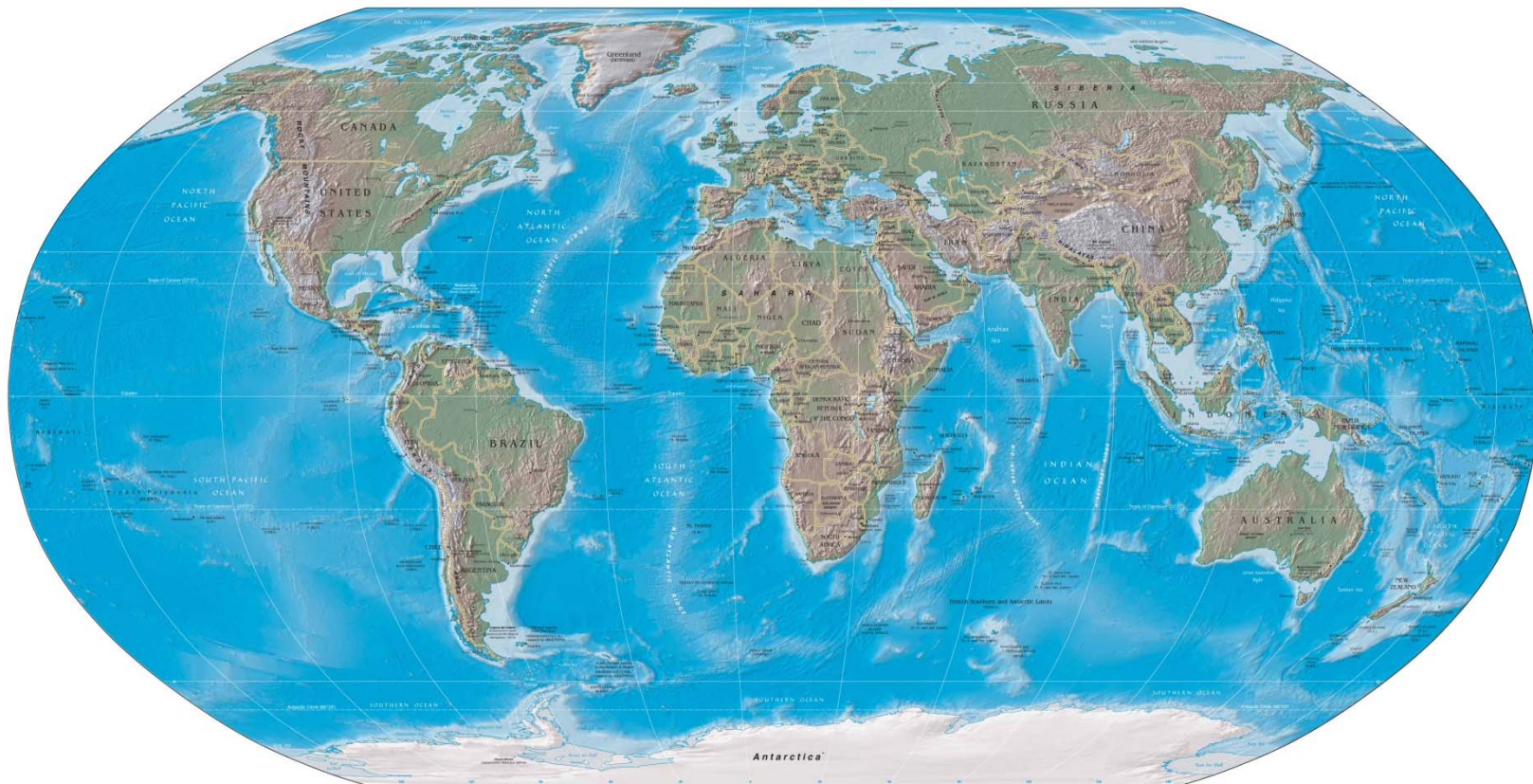
- Product;
- Price;
- Place;
- Promotion

The Sustainability Four Cs:

- Customer Solutions;
- Customer Cost;
- Convenience;
- Communication;



A Global Perspective



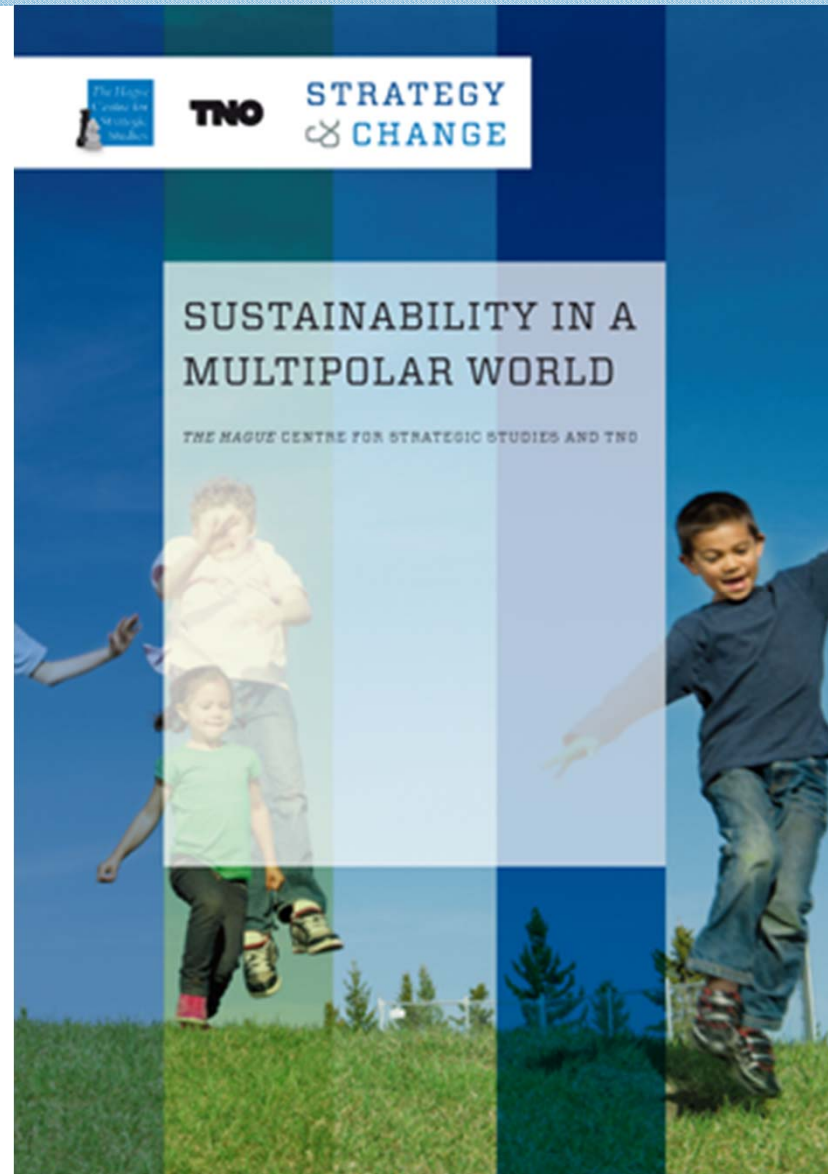
Source: CIA World Factbook



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The 21st Century – A Multipolar World

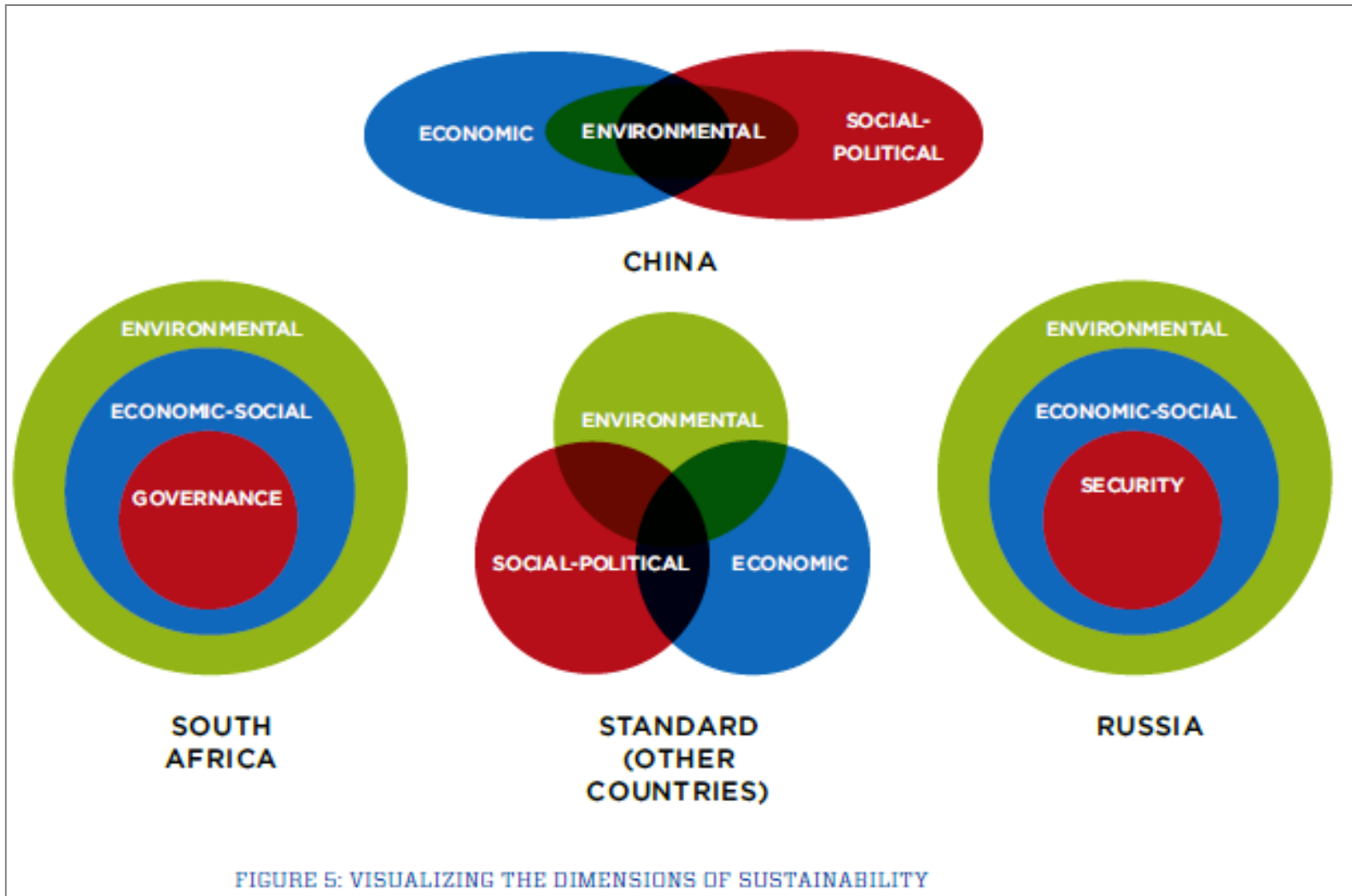


Source:
<http://www.hcss.nl/reports/sustainability-in-a-multipolar-world/61/>





Different Conceptions of Sustainability



Source: The Hague Centre for Strategic Studies & TNO (2011) Sustainability in a Multipolar World



Review and Discussion Questions

1. Why might societal goals be more difficult for marketers to define than consumer goals?
2. How is sustainability marketing different to societal marketing and social marketing?
3. If there are different conceptions of sustainability in different countries, what are the implications for sustainability marketers?



References

- Belz, F.M., Peattie, K. (2012): Sustainability Marketing: A Global Perspective, 2. ed., Chichester: Wiley, p.21-48.
- Peattie, K. (2001): Towards Sustainability- The Third Age of Green Marketing, Marketing Review, 2(2): 131-148.
- The Hague Centre for Strategic Studies & TNO (2011) Sustainability in a Multipolar World <http://www.hcss.nl/reports/sustainability-in-a-multipolar-world/61/>.



In Cooperation



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