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**Social Responsibility and Ethics
in Marketing**

Agenda

- The Nature of Social Responsibility
- The Nature of Ethics
- Incorporating Social Responsibility and Ethics into Strategic Planning

The Nature of Social Responsibility

- Social responsibility
 - An organization's obligation to maximize its positive impact and minimize its negative impact on society
- Stakeholders
 - Constituents who have a “stake” or claim in some aspect of the company's products, operations, markets, industry, and outcomes