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2009 SUMMER MARKETING EDUCATORS' CONFERENCE

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# The role of Marketing in Defining the Organization's Sustainability Goals

AUGUST 7-10, 2009

DOWNTOWN CHICAGO MARRIOTT CHICAGO, IL





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# The role of Marketing in Defining the Organization's Sustainability Goals

Recently, there has been an explosion of research activity in organizations and government related to sustainability and green initiatives. Much of this is a direct result of the rapid development that we are experiencing around the world as well as consumers realizing the importance of changing the way that they consume products and services so as to reduce our impact on the earth.

In order to effectively communicate organizations' green commitments and technologies, companies must bridge the gap between technologies and marketing. Since a large majority of consumers' link marketers' social responsibility to their environmental behavior, sustainability must be integrated into an organization's marketing strategy and mission. This is already evident in such areas as corporate branding, consumer boycotting, cause-related marketing, corporate communication, corporate social responsibility, new technologies, reputation/image, and corporate associations.

Researchers have the opportunity to bring more focus and scholarly attention to the marketing of organizations as sustainable products or services. In addition to the traditional focus on product- or service-level marketing, researchers can have input into where the world is going in the 21st century.

AMA member: \$370

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