

A REVIEW OF SOCIETAL MARKETING

Author: *Nguyen Thi Xuan Trang*

The University of Da Nang, University of Economics; trangntx@due.edu.vn

Abstract:

The term “societal marketing” has become more and more familiar in marketing literature. However, there are still confusions in understanding and using this term in practice because there are also other marketing terms related to the society such as social marketing, socio-cultural marketing, nutri- marketing, or environmental marketing. This misunderstanding may lead to difficulties in doing research on marketing as well as recognizing necessities of each concept. This paper will go more detailed about societal marketing concept in terms of definition, significance, differentiation with social marketing, requirement and its practical expressions. The paper will be a useful reference to clear up existing confusions.

Key words: Societal marketing; Social marketing; Socio-cultural marketing; Nutri-marketing; Environmental marketing.