

Socially responsible marketing research paper sample

[Business](#), [Company](#)



Coca Cola Company has shown concern to the environment and people in the world. This is achieved through its marketing, production and other ways of transacting business. Coca Cola is mostly honored for its brand name and heritage. The company focuses at meeting the demands of people in the entire world. Coca Cola is one of the representatives of companies that focus on socially responsible marketing. One of the examples that Coca Cola has successfully engaged in socially responsible marketing is by addressing health issues that affect people today. Some of the diseases include tooth decay, diabetes and obesity (Littrell & Dickson, 2011). The company addresses the health issues that are mostly linked to its product through marketing. It is worth noting that most companies do not address the issues that are linked to their products, but rather developing counter arguments. On the same note, the company sponsors various health related programs, which help in making people fit. Some of programs sponsored include Coca Cola Cup, Go Kids, and Special Olympics (Pride & Ferrell, 2012). The company continues to spend a lot of resources on advertisements that promote healthy living. In some of the company's website, the company markets its product, and further informs consumers to undertake physical exercise because it makes them healthy and fit.

Coca Cola needs to focus on marketing its products on consumer's point of view. This will make the company socially responsible in the marketing. In addition, the company needs to educate the parents and caregivers on how to help children reduce calories in the body through physical exercise (Kurtz, 2012). During the marketing, the company must include the issue of environmental conservation. In the 21st century, environmental issues are of

more concern; hence, focusing on issues related to the environment during marketing will make Coca Cola Company socially responsible during marketing.

References

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