

The marketing role in a csr company

[Business](#), [Marketing](#)



The Marketing Role in a CSR Company Shell believes in being a frontrunner when it comes to treating the CSR domains. It has helped shape up the lives of commoners through its global initiatives in such a way that people have been at a benefit more and more. Shell has made its marketing objectives such that the people and the stakeholders understand the dictum that the oil company is trying to inculcate within their minds. There is a sense of positive vibes within the people whenever they hear the name of Shell (Livesey 2001). This is because its CSR initiatives have been driven by a consumer-centric approach. The marketing angles are also in line with what the different publics require from the aegis of Shell and how Shell as a global company has brought about these deliverables in a quantifiable capacity.

Shell has concerned itself on health, safety and other significant issues on a worldwide basis. This has meant that quite a heavy spending has been focused towards the CSR ranks, which indeed is a very positive aspect that is brought forward by the top management at Shell. Shell believes in empowering small and medium business entrepreneurs through its different programs (Ralston 2002). It has also endeavored to provide the poor and needy the much needed food and shelter through a series of programs, all of which are geared to uplift the image of Shell in the long run. What is more understandable is the fact that Shell has been able to give in its best for quite a while now and the same will continue to be the case in the times to come, since its measures and initiatives are very coherent and strong.

The role of marketing within the CSR domains is also very important for Shell since the global player within the oil company understands that if its does

not involve its own self in a very reasonable way within the minds and hearts of the customers, then it would be very difficult for it to claim its place within the relevant industrial settings as well (Sims 2003). Hence Shell's role is to come out as an honest player which it is trying its best to project in different walks of life (Bennett 2002). However there are times when controversies do arise and more so within the aegis of whistle blowing patterns making the rounds of the top organizations in the present times. Shell's responsibility does not end here at all. It has to keep moving forward and satisfy its publics in such a way that they feel privileged and have a very positive view of the oil company that has changed the CSR definition.

Shell knows what it is doing and hence it would only be important to understand that the same might continue if the CSR domains are geared to grow in an exponential way. This will mean more success for the company as well as its different publics (Wiggen 2004). Also the marketing side will get a much needed boost and hence increase its products' sales consistently.

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