



Chapter 14



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Ethical, Social and Environmental Aspects of Marketing Planning

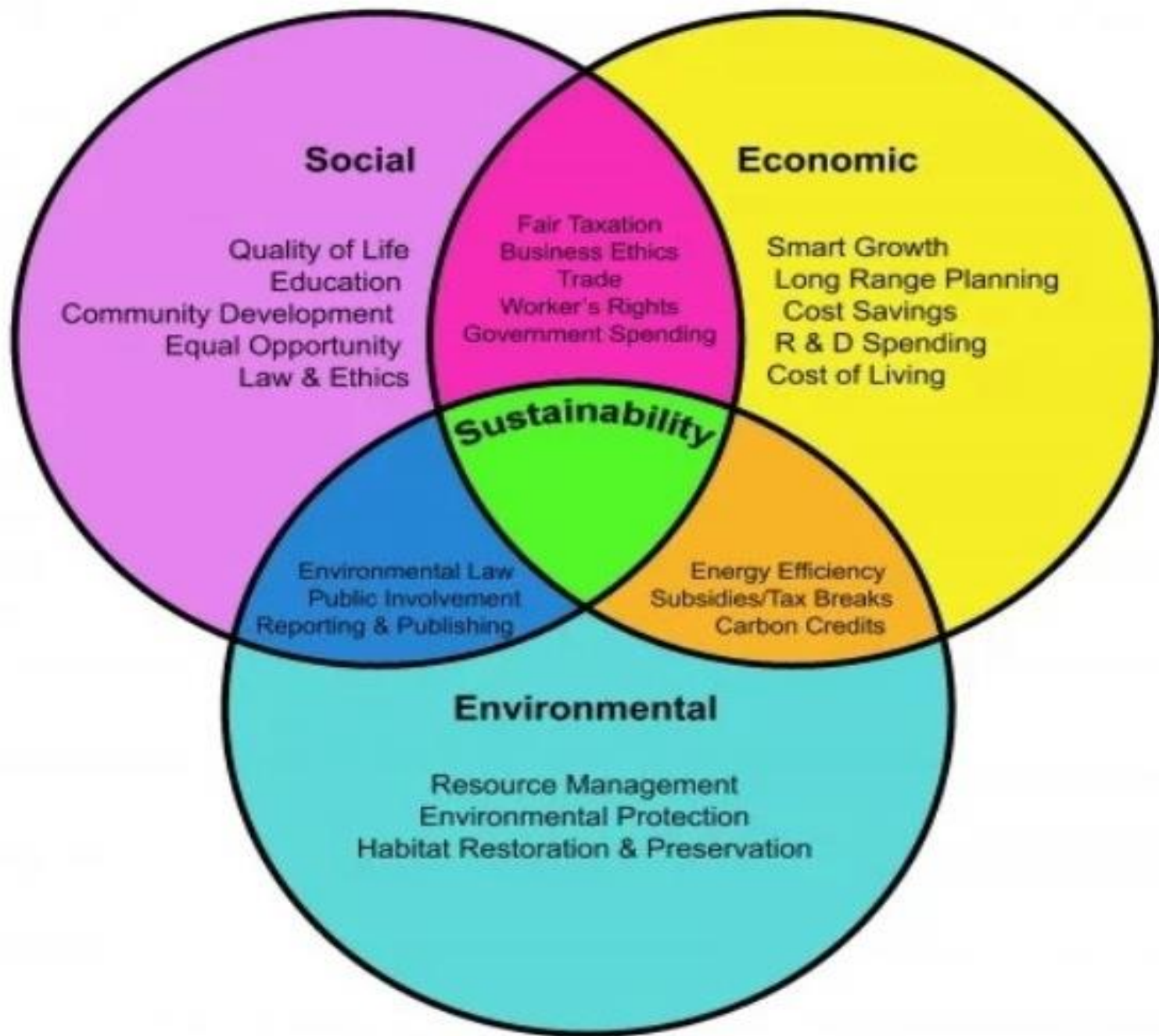
WK 312 Marketing Planning

By

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Social Responsibility &
ETHICS IN MARKETING



10 Benefits of Managing Ethics

Benefits:

1. Ethical companies comply with all legal requirements and are less likely to be fined or sued.
2. Consumers are more likely to support a business with a reputation as an ethical organization.
3. Companies with ethical values improve their communities.
4. Ethical rules save organizations from accidentally violating the rights of employees or consumers.
5. Employees' personal moral standards will improve at an ethical business.
6. A fair working environment facilitates teamwork and productivity.
7. Many successful financial business practices are reinforced by ethical business practices.
8. Established ethical guidelines will lead a company in times of change and stress.
9. Ethical companies retain employees and save money in turnover.
10. There is personal satisfaction in doing the right thing.



7 Principles of Admirable Business Ethics

- **1. Be Trustful**
- **2. Keep An Open Mind**
- **3. Meet Obligations**
- **4. Have Clear Documents**
- **5. Become Community Involved**
- **6. Maintain Accounting Control**
- **7. Be Respectful**

UNILEVER SUSTAINABLE LIVING PLAN



**€53.3
BILLION**
SALES IN 2015



**2
BILLION**
CONSUMERS USE
OUR PRODUCTS
EVERYDAY



UNILEVER
HAS A SIMPLE
BUT CLEAR PURPOSE -
**TO MAKE
SUSTAINABLE
LIVING
COMMONPLACE**

Nº1
IN OUR INDUSTRY
GROUP IN THE 2015
DOW JONES
SUSTAINABILITY
INDEX

MEMBER OF
**Dow Jones
Sustainability Indices**
In Collaboration with RobecoSAM

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COUNTRIES WHERE
OUR PRODUCTS
ARE SOLD

WE BELIEVE THAT THIS IS
THE BEST WAY TO
**TO ENSURE
LONG-TERM
GROWTH**

SUSTAINABLE LIVING
PURPOSE

SUSTAINABLE
**LIVING
BRANDS**

SUSTAINABLE LIVING
PRODUCTS

PUTTING SUSTAINABLE LIVING
AT THE HEART OF OUR BRANDS
IS INSPIRING OUR CONSUMERS
AND GROWING OUR SALES.

Sustainable Living brands:

- Grew even faster than they did in 2014
- Delivered nearly half our growth
- Grew 30% faster than the rest of the business

