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## TO THE QUESTION OF SOCIAL MARKETING

### Introduction



It is well-known that marketing is an ancient form of economic activity for selling products and making a profit. In the course of evolution marketing has acquired a different form, which today includes the practice of applying the principles of marketing and its technologies for helping to solve the social problems of people belonging to a risk group.

Such form got the name of social marketing.

The term was first formulated in 1971 by Philip Kotler, who drew the attention of marketing theorists and the marketing community to the inseparability of commercial and market tasks of companies and their prospects for solving the problems of society.



Researchers consider the phenomenon of social marketing to be a new and promising direction, which allows to expand the range of problems that can be solved with the help of a marketing approach and, thus, to reach a balanced and sustainable development of society.

Its essence is to track and ensure the relationship of commercial and market activities of companies with the solution of such urgent tasks for society as maintaining and improving the environment, developing medicine and education, helping the needy and charity.





Nowadays, commercial companies have to deal with some problems. Business representatives in the world have begun to point out that it is not enough to simply create a product and put it on the market, just to meet the demand of consumers. In order to look the best in the eyes of consumers and strengthen their business reputation, modern corporations have to solve the problems of society, using the social marketing tool for this purpose.

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In Russia social marketing is only taking its first steps. There are, certainly, companies involved in the development of society, but most of the business social

activities are limited to charity



and sponsorship.



## Conclusion

It should be noted that the purpose of social marketing is to provide effective support to certain groups of the population, primarily target groups, thereby focusing the market activities of companies on solving economic and business development problems through solving social problems.

