

Mktg 368: Marketing for Social Good Marketing

The marketing field is trending toward encouraging and supporting marketing behavior that benefits consumer welfare and quality of life for all those affected by consumption. This course focuses on strategies for changing consumers' behaviors in ways that benefit the consumer, society, and/or the environment (e.g., engaging in healthier behaviors; promoting sustainability; encouraging charitable actions, etc.).

3 Credits

Prerequisites

- [Mktg 351: Marketing Principles](#) (Minimum grade: C)

Instruction Type(s)

- Lecture: Lecture for Mktg 368
- Lecture: Web-based Lecture for Mktg 368
- Lecture: Compressed Video for Mktg 368

Subject Areas

- [Marketing/Marketing Management, General](#)

Related Areas

- [International Marketing](#)
- [Marketing Research](#)

