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**INTERNATIONAL ECONOMIC RELATIONS
AND SUSTAINABLE DEVELOPMENT**

**МІЖНАРОДНІ ЕКОНОМІЧНІ ВІДНОСИНИ
ТА СТАЛИЙ РОЗВИТОК**

**MIEDZYNARODOWE STOSUNKI GOSPODARCZE
I ZRÓWNOWAŻONY ROZWÓJ**

**МЕЖДУНАРОДНЫЕ ЭКОНОМИЧЕСКИЕ ОТНОШЕНИЯ
И УСТОЙЧИВОЕ РАЗВИТИЕ**

Матеріали

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SOCIAL MARKETING

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Social marketing is very popular nowadays. Many corporations began to deal with population today. Their goals are not only to satisfy the consumers demand, but to be closer to them, help with their problems. Some people can say that it is only commercial activity, but social marketing has a lot of interesting facts.

What is social marketing? On the one hand it is a decision of some social problems, on the other hand it is directed to increase sales. This indicates that some shares of profits from sale one good or service will be directed on some social targets. Of course, social marketing is a business process, but in this way corporation has different goals, not only image or advertising.

Today marketing has three ways: sponsorship, fundraising, and sales promotion.

Sponsorship is the most popular. It is the assistance to some poor groups of people. Fundraising can includes events with collection of money from some companies. Sales promotion are events that attract people to deal with charity or other social projects.

There are a lot of different examples in the world that everyone knows. Well-known fast food restaurant McDonalds conducts most charity events. They have Ronald McDonald's charity fund, and in addition to donating a lot of money at the expense of their profits, they are collecting good money by social marketing, with the participation of clients. In some countries in their restaurants they have energy-saving devices - heating systems due to solar energy and wind generators. McDonalds team helps children`s communities, they are engaged in rehabilitation of children with disabilities and many others. All of these things they do in the form of a game, to attract their visitors. They offer their buyers a lot of options for participation in charity. The product participating in the action can be from the main line (their food), it may be additional, not typical for McDonald's, only for charitable action. They can sale different presents, T-shirts, their branded packages, toys and many others. Their main visitors are children, and of course everybody wants some things from their special collections. Each of us knows popular action with small hands, where you can write your name and everybody will know that you are a participant of this action. It is the small thing, but pleasantly for us. All of these, is the best way for social marketing.

So, social marketing is very popular today. All companies practice this way to improve their business and relations with population. It is important for attracting a new segment of the target audience and to increase the loyalty of existing customers.

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