

Dimensions of Future Marketing

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Abstract (Document Summary)

Marketing management is changing in scope and in practice. Marketers of the future will be more ethical and professional. Companies may use ethical consultants or panels. There will be more constraints on marketing from government regulations and from consumer test panels, meaning increasing prices. As the value of goods increases in importance, more consumers will prefer direct selling operations and discount retailers. Nonprofit organizations and arts organizations will increasingly use marketing techniques. Conservation needs will lead to demarketing (discouraging consumption of certain scarce goods), remarketing, and emphasis on ecologically sound products. Ecological marketing may include: 1. changes in the use of a product to insure its complete recycling, and 2. pricing to reflect social costs. Marketing strategy must be more flexible and change must be anticipated through planning. Figure. Exhibit.