

1.23 Differences between Societal Marketing Concept and Holistic Marketing Concept

সামাজিক বাজারজাতকরণ ধারণা এবং হলিস্টিক বাজারজাতকরণ ধারণার পার্থক্য

Marketing is a fundamental part of any company. This is the method by which a company promotes its products and services to the public. There have some differences between societal marketing concept and holistic marketing concept. The differences between societal marketing concept and holistic marketing concept are discussed below:

Subject	Societal Marketing Concept	Holistic Marketing Concept
Definition	The societal marketing concept is a marketing concept that holds that a company should make marketing decisions not only by considering consumers' wants, the company's requirements, but also society's long-term interests.	A holistic marketing concept is based on the development, design and implementation of marketing programs, processes and activities that recognize the breadth and interdependencies.
Time	It is a long-standing concept.	It is a modern concept.
Focus	It focuses on needs/wants of target markets and delivering value better than competitors that preserves the consumer's and society's well-being.	It focuses on interconnected marketing activities to ensure that the customer is likely to purchase their product rather than competition.
Products	The products are developed keeping the society in mind.	The products are developed keeping the customer in mind.
Objective	This concept calls upon the marketers to build social and ethical considerations into their marketing practices.	It is an approach to marketing that attempts to recognize and reconcile the scope and complexities of marketing activities.

Finally, we can say that the above differences between societal marketing concept and holistic marketing concept.

?	Distinguish between societal marketing concept and holistic marketing concept. NU BBA Professional 2010
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