AMA Case Competition 2020-2021

Social Marketing – Sustainability

Social marketing is not a new concept in the field of marketing. The term "social marketing" was created in 1971 and refers to the application of commercial marketing tools to the business of social change. More specifically, it is defined as a process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence target audience behaviors that benefit society—including public health, safety, the environment, and communities—as well as the target audience.

Think about any anti-smoking campaign you may have seen, or campaigns that encourage people not to text and drive or drink and drive. You have likely also seen marketing campaigns related to recycling or adopting environmentally friendly habits. These are examples of social marketing.
This year's AMA Case Competition relates directly to social marketing, and specifically to the issue of sustainability. The overarching goal of this year's Case Challenge is to help increase marketing's influence in the development of a more sustainable society. Specifically, your task is to create a strategic, integrated marketing communications plan to assist marketers and marketing organizations that want to take a leadership role in creating a more sustainable future through their marketing efforts.
Sustainable marketing, a subset of social marketing, involves planning, organizing, implementing, and controlling marketing resources and programs to satisfy consumers' wants and needs while considering social and environmental criteria and meeting organizational objectives. Such a strategy can positively influence social change when key stakeholders—including industries, policymakers, marketers, and consumers—work together rather than acting independently.

The 2020–2021 AMA Case Competition invites participating chapters to research the current state of sustainability in the marketing industry, including academia, and identify and analyze trends related to sustainability. As part of this work, teams should consider the role marketers—and marketing students—can play in creating a more sustainable future. The final strategic integrated marketing communications plan should present strategies and tactics to support a marketing campaign in North America that encourages individuals, companies, and industries to think and act more sustainably.
The sponsor of this year's Case Competition is SPONSOR ABC. Its mission is to promote the development of marketing scholarship by focusing on three areas:

1. Knowledge Creation
2. Knowledge Recognition
3. Knowledge Dissemination

It is the hope of SPONSOR ABC that the subject of this year's Case Competition—social marketing for a societal issue—will advance knowledge in the area of sustainability while benefiting students and supporting their future careers.