

THE BENEFITS OF SUSTAINABLE MARKETING FOR THE SUSTAINABLE DEVELOPMENT OF A BUSINESS

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Abstract: Traditional marketing management refers to the planning, organization, implementation and control of marketing resources and programs to meet the desires and needs of consumers, in order to achieve organizational objectives. Sustainable marketing has penetrated deeply into the business plans of all entities, from micro, called and local to corporations pursued in close by whimsical customers eager to partner with a brand that will make a difference in society.

Keywords: Sustainable marketing, planning, marketing programs.