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Societal responsibility of marketing 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.. The societal marketing concept holds that the organization's task is to determine the needs, wants, and interests of a target market and to deliver the desired ...

Societal marketing - Wikipedia

A target audience is the intended audience or readership of a publication, advertisement, or other message catered specifically to said intended audience. In marketing and advertising, it is a particular group of consumers within the predetermined target market, identified as the targets or recipients for a particular advertisement or message. Businesses that have a wide target market will ...

Target audience - Wikipedia

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