



ANALYZING THE EFFECTIVENESS OF CAUSE RELATED MARKETING: BASIS FOR MARKETING MANAGEMENT PLAN

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ABSTRACT

This study aimed to determine and Analyzing the Effectiveness of Cause Related Marketing: Basis for Marketing Management plan. The study utilized the descriptive method. The respondents of the study were 30 Marketing Students in DFLCMCFI Nasugbu, Batangas. Frequency counts/ Percentage, Weighted Mean and Standard Deviation, F-Test and T-Test and Pearson r were used in the data analysis. The findings revealed that the Effectiveness of Cause Related Marketing to the Respondents be described as Identify the Cause, Determine the Contribution, Involvement of the Audience, and Co-promote with a Nonprofit. A Marketing Management Plan must be drawn based on the findings of the study.

Keywords: *Effectiveness of Cause Related Marketing, Identify the Cause, Determine the Contribution, Involvement of the Audience, and Co-promote with a Nonprofit*

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