Abstract

This document presents the structure of Integrated Marketing Communications, since its definition up to its application from green marketing approach in organizational strategy. The paper presents three major discussions, first, a particular reflection on contributions and most important implications of Integrated Marketing Communications and each one of its instruments to corporation’s environmental management strategy. Then, it presents a general characterization of green consumer and other corporation’s stakeholders, particularly, on its role during green communication strategic process. Finally, as a conclusion of this paper, there are some considerations on the necessary implementation of this concept in the current proposal of organizational environmental management.

Keywords

Integrated marketing communications, Green communication, Green marketing, Green consumer, Environmental management.