

CURATIVE INTERNATIONAL MARKETING

HISTORY ----- CURATIVE MARKETING ----- PILLARS ----- QUESTIONS

DEFINITION AND RATIONALE

The overall effort and responsibility derived from universities

Cura personalis, care for the whole person

Curative marketing, care for the whole business and marketing effort

Emerging Strategy

HISTORY

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QUESTIONS

WHAT IS CURATIVE MARKETING ?

- Links product branding with personal stewardship
- Implements corrective long-term solutions to global social problems
- Makes **Extended Producer Responsibility (EPR)** a norm
- Requires participation of all engaged in the global value chain,
- Demands the enthusiastic and **self-motivated participation of corporations, government and consumers**
- Based in a strong effort to use marketing to right past wrongs and avoid them in the future

SOME EXAMPLES

THE CASE OF AUDI'S AXEL EISER

- Audi engineering manager who fled the US
- The US and Croatia have an extradition treaty
- What did he expect to gain in Croatia?
- Arrest four years after the diesel scandal
- Restitution in action: since Eiser did not even try to contribute to reparations and fled, he now answers to a much more serious matter



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US POSITION ON RESPONSIBILITY REGARDING AFRICAN AMERICANS

- **Slavery and Compensation**
- **Reparations sought**
- **US actions discussed**
- **Some commitments promised**
- **Hopes ride high**
- **Disappointment looms**

CURATIVE MARKETING AS DEMONSTRATED BY GEORGETOWN UNIVERSITY



GEORGETOWN UNIVERSITY

HISTORY ----- CURATIVE MARKETING ----- PILLARS ----- QUESTIONS

GEORGETOWN'S ENTANGLED PAST WITH SLAVERY

- The university relied on gifts from Maryland plantations, including slaves from wealthy donors
- **272 slaves** were kept and sold by the university's Jesuits in 1838 to save the then-struggling university
- In today's dollars, the sale would be worth about **\$3.3 million**

WIEDERGUTMACHUNG OR RESTITUTION

- 2015: students protest against naming residence hall Thomas F. Mulledy, the GU President who had organized the sale in 1838
- 2017: President DeGioia renamed the building **Isaac Hawkins Hall** after one of the 272 slaves.



WIEDERGUTMACHUNG OR RESTITUTION

- Renaming was seen as insufficient
- In 2019 students voted to adopt a **reconciliation fee** of \$27.20 per semester, with 66.1% in favor
- Though students elected to establish the would-be first reconciliation fund in the US, President DeGioia enacted a reparations plan without the student fee in respect of student budgets



WIEDERGUTMACHUNG OR RESTITUTION

- GU supports projects with the GU272 descendants
- President DeGioia makes funding a university rather than student preoccupation.
- **Where do we go from here?**

HISTORY

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A NEW ERA HAS BEGUN

- **Think of changing powers**
- **Babylon**
- **Baghdad**
- **Carthage**
- **Istanbul**
- **Athens ...**

PROPONENTS OF CHANGE

- **Banks**
- **Insurers**
- **Activists**
- **Students**
- **International investors**
- **Title companies...**