

Social Marketing

Course Objectives

This course is based on the use of marketing principles to develop social marketing strategies and programs and to bring behavioral change for a social good. Social marketing can be used to promote merit goods, or to make a society to avoid demerit goods and thus promoting well-being of society. The course will also examine issues of social responsibility in business and how marketing may be used to promote more environmentally and socially conscious business practices. Syllabus

Social Marketing and the public health context of social marketing, Analyzing the Social Marketing Environment and Selecting target audiences, objectives and goal, identifying barriers, benefit and the competition, Developing Social Marketing Strategies and 4Ps, Managing Social Marketing Programs and Application of Social Marketing concepts - Live Project or case study analysis.

Expected Outcome

Upon completion of this course, the students will be able to:

1. Define social marketing and understand the concepts of behaviour change for social good.
2. Analyse the social marketing environment
3. Distinguish marketing approaches to public health from other theories and models
4. Apply advanced techniques for developing social marketing programs.
5. Develop price, promotion and place strategies for a chosen social marketing issue.
6. Understand the critical points for effectively managing the development, implementation and evaluation of social marketing projects.

References

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6. Sameer Deshpande, Social Marketing in India, SAGE Response, 2013
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Units Topics

1 Social Marketing and the public health context of social marketing

Social Marketing – Social Marketing in India, US and Africa; The social marketing process; Social marketing compared to other behavior change approaches, such as education and law; Ethical issues in social marketing;

Marketing Public Health Basics - history and basic concepts of social marketing, Role of Marketing in public health to do carry out its core services;

Public Health in a Market Culture and in the Social Environment - Social and cultural factors that influence public health; Criticisms of the public health social justice/social change agenda; Challenges facing public health marketing in developed and under developed countries.

2(a) Determining Research Needs and Options – Major Research terminology, steps in developing a research plan; Situation Analysis – describe the background, purpose and focus of your plan, conduct a situation analysis; ethical consideration.

First Internal Examination

2(b) Select target audiences; steps involved in selecting target audiences; variables used to segment markets; criteria for evaluating segments; how target audiences are selected; Ethical considerations in - selecting target audiences; setting objectives and target goals; identifying target audience barriers; benefits, the competition, and influencing others.

3 Developing Social Marketing Strategies and 4Ps

Crafting a desired Positioning – positioning statement, behaviour- focused positioning, barriers-focused positioning, benefits- repositioning, positioning related to developing a positioning statement;

Social Marketing Ps: Product – creating a product platform; Price – determining monetary and nonmonetary incentives and disincentives; Place – making access convenient and pleasant; Promotion – deciding on messages, messengers, and creative strategies; selecting communication channels.

Second Internal Examination

4 Managing Social Marketing Programs

Monitoring and Evaluation – developing a plan to monitor and evaluation; Measurement –what, how, when, and its cost; Ethical considerations in evaluation planning; establish budgets and funding sources, additional sources, justification for budget, fund-raising, crowd sourcing, revising plan; Ethical considerations when establishing funding;

Implementation and sustaining behaviour – Implementation plan, Phasing, sustainability; Ethical considerations when implementing plans.

5 Application of Social Marketing(it can be a live project or in-depth analysis of a case study by students with guidance from the faculty)

Social Marketing Project - Background & Purpose; Situation Analysis, Importance of accurately defining the problem, Formative research, Understanding and insight, selecting target audience, objectives, goals, setting behaviour objectives and goals, identifying barriers, benefits, the competition and influential others, social marketing strategies, defining 4Ps, Plan for monitoring and evaluation, and implementation plan.

Final Examination