

# SOCIAL MARKETING: PRINCIPLES AND PRACTICE

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By Robert Donovan and Nadine Henley

## Book Review by R. Craig Lefebvre

This book, authored by two of Australia's leading social marketing researchers and practitioners, is a welcome addition to the social marketing literature for at least three reasons. First, it provides a showcase of social marketing projects conducted in Australia and other international venues that are not covered in other texts on the subject. Second, it may be the best presentation yet of an integration of theory, research, and practice in describing social marketing that reflects the authors' experience at each of these three levels. Finally, it is the first book since Manoff's *Social Marketing: New Imperative for Public Health* (1985) to firmly place its discussion of social marketing within a public health philosophy and framework.

In and of itself, the latter point – addressed in the first two chapters – makes this book required reading for anyone using social marketing in public health contexts. The authors position social marketing within a social change context and use the social determinants literature to expand its purview beyond just individual change models. They note that target groups for social marketing include groups not usually addressed by others – policymakers and legislators, service providers, opinion leaders, and businesses – and throughout the book provide examples of how these audiences have been incorporated into programs. The distinctions they draw between social marketing and other related approaches (e.g., not-for-profit marketing, cause-related marketing, corporate philanthropy, and others) are well thought out and if widely read would likely put an end to the fuzziness with which many often approach this task.

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DONOVAN, R., & HENLEY, N. (2003).  
*SOCIAL MARKETING: PRINCIPLES AND PRACTICE*.  
MELBOURNE, AUSTRALIA: IP COMMUNICATIONS.

# Social Marketing Principles And Practice

**Wenbin Ji**



## **Social Marketing Principles And Practice:**

**Social Marketing** Gerard Hastings,Christine Domegan,2023-04-20 Social Marketing shows how marketing techniques can be used to social ends and tackle the immense challenges humankind faces Social inequalities have driven popular revolts from Black Lives Matter to Brexit the climate is in crisis and COVID 19 has highlighted power imbalances across the globe In these turbulent times this fourth edition will arm you with Fresh content on climate breakdown inequality and diversity public health and poverty The critical capacity to analyse the origins workings and future of our economic system Contemporary case studies from around the world demonstrating how change happens Reflective questions and critical thinking tasks to aid understanding This popular introductory textbook has been fully updated to enable you to challenge the bad champion the good and enact meaningful change If you already have marketing know how then it will help you apply this in a health social and ecological context If you come from a social science public health or ecological background and have little knowledge of marketing it will introduce you to its key principles and give you the chance to apply these ideas in familiar settings

*Principles and Practice of Social Marketing* Rob Donovan,Nadine Henley,2010-10-28 This fully updated edition combines the latest research with real life examples of social marketing campaigns the world over to help you learn how to apply the principles and methods of marketing to a broad range of social issues The international case studies and applications show how social marketing campaigns are being used across the world to influence changes in behaviour and reveal how those campaigns may differ according to their cultural context and subject matter Every chapter is fully illustrated with real life examples including campaigns that deal with racism the environment and mental health The book also shows how social marketing influences governments corporations and NGOs as well as individual behaviour The author team combine research and teaching knowledge with hands on experience of developing and implementing public health social welfare and injury prevention campaigns to give you the theory and practice of social marketing

**Social Marketing** Robert J. Donovan,Nadine Henley,2003 The authors introduce and elucidate the principles of social marketing and illustrate these principles with examples of practical application This book is a blend of the authors hands on experience in researching developing and implementing campaigns and their experience in teaching social marketing

**Principle Practice Social Marketing** ,2010 This fully updated edition combines the latest research with real life examples of social marketing campaigns the world over to help you learn how to apply the principles and methods of marketing to a broad range of social issues The international case studies and applications show how social marketing campaigns are being used across the world to influence changes in behaviour and reveal how those campaigns may differ according to their cultural context and subject matter Every chapter is fully illustrated with real life examples including campaigns that deal with racism the environment and mental health The book also shows how social marketing influences governments corporations and NGOs as well as individual behaviour The author team combine research and teaching knowledge with hands on experience

of developing and implementing public health social welfare and injury prevention campaigns to give you the theory and practice of social marketing

**Social Marketing** Philip Kotler, Nancy Lee, 2008 A systematic guide for the planning and implementation of programs designed to bring about social change Social Marketing Third Edition is a valuable resource that uses concepts from commercial marketing to influence social action It provides a solid foundation of fundamental marketing principles and techniques then expands on them to illustrate principles and techniques specific to practitioners and agencies with missions to enhance public health prevent injuries protect the environment and motivate community involvement New to the Third Edition Features many updated cases and includes current marketing and research highlights Increases focus on international cases and examples Provides updated theory and principles throughout Intended Audience Recognized as the definitive textbook on Social Marketing for students majoring in public health public administration public affairs environmental studies and business this book also serves as an ongoing reference and resource for practitioners *The SAGE Handbook of Social Marketing* Gerard Hastings, Kathryn Angus, Carol Bryant, 2011-11-15 For the first time this benchmark handbook brings together a systematic framework and state of the art thinking to provide complete coverage of the social marketing discipline It presents a major retrospective and prospective overview of social marketing helping to define and shape its current and future developments by examining the defining elements of social marketing their intellectual origins evolution current status and direction of travel discussing how these have been used in practice emphasising emerging areas and recent innovations and setting the agenda for future research and development in the discipline For academics this book will fill the gap in comprehensive social marketing literature while being of interest to policymakers and post graduate marketing and health studies students alike as it explores the idea that tools used to market fast moving consumer goods and financial services can also be applied to pressing social problems

**Social Marketing** Nancy R. Lee, Philip Kotler, 2011-10-20 The Fourth Edition of Social Marketing is the definitive textbook for the planning and implementation of programs designed to bring about social change No other text is as comprehensive and foundational when it comes to taking key marketing principles and applying them to campaigns and efforts to influence social action It provides a solid foundation of fundamental marketing principles and techniques and then expands them to illustrate techniques specific to practitioners and agencies with missions to enhance public health prevent injuries protect the environment and motivate community involvement This book is coauthored by arguably the most influential individual in the field of marketing Philip Kotler who coined the term social marketing in 1971 with Gerald Zaltman and Nancy R Lee a preeminent lecturer consultant and author in social marketing Key Features Presents an introductory case for each chapter and a concluding case for a majority of chapters to demonstrate for students why and how social marketing works Enhances understanding with chapter summaries of key points and questions for discussion Provides a step by step guide to developing a marketing plan with chapters presented sequentially to support planning development and the inclusion of worksheets in the appendix It

incorporates contributions from a range of internationally known social marketers who provide real cases to set the stage for each chapter Past contributors have included individuals from the CDC National Centre for Social Marketing AARP the Office of National Drug Control Policy and others

**Social Marketing** Gerard Hastings,2007-05-21 This book explains the principles of social marketing and examines the implications of using techniques devised on Wall Street to further social and health goals Naomi Klein Joel Bakan and George Monbiot have each done a great job of telling us what is wrong with corporate capitalism This book begins to provide some solutions It shows how we can borrow the techniques they use to promote consumption to encourage more socially desirable behaviours and b use rigorous research to enable regulators to constrain the worst excesses of Wall Street Modern marketing techniques now pervade every aspect of our lives the government charities advocacy groups use it to encourage us to live more healthily support good causes or be more ecologically sensitive This book asks whether this works and what does it tell us about the relationship between business and civil society Highly accessible with clear learning objectives exercises and worked examples this is also a text that stretches our understanding of the discipline and raises questions about future directions First European text in the ground breaking field of social marketing Authored by the founder and Director of the Institute of Social Marketing and Centre for Tobacco Control whose high quality academic research in the field is disseminated to health professionals government and academics in the UK Europe and Australasia Tailored for accessibility with learning features throughout the text also adopts an approach that stretches the discipline and takes it further

*Social Marketing and Public Health* Jeff French,2010 Social marketing uses established commercial marketing tools and principles to influence behaviour change and is increasingly becoming a major tool in health promotion This book will provide an international account of the theory and practice behind social marketing

**Handbook of Research on Social Marketing and Its Influence on Animal Origin Food Product Consumption** Bogueva, Diana,Marinova, Dora,Raphaely, Talia,2018-03-02 As marketing professionals look for more effective ways to promote their goods and services to customers a thorough understanding of customer needs and the ability to predict a target audience s reaction to advertising campaigns is essential The Handbook of Research on Social Marketing and Its Influence on Animal Origin Food Product Consumption is a critical scholarly resource that examines the role of social marketing in understanding and changing behavior regarding the negative impacts of consuming animal based foods Featuring coverage on a broad range of topics such as the psychology of meat consumption food waste and meat substitutes this publication is geared towards academicians students and professionals seeking current research on social marketing interventions and the demarketing of meat

**Social Marketing** ,2013-10-08 Social Marketing involves the application of marketing techniques usually associated with promoting consumption to social ends Beyond this simple definition social marketing offers an alternative to the standard Western economic model of consumption at all costs This popular introductory textbook has been updated to provide greater depth on marketing theory more on branding co creation of value

Community Based Prevention Marketing CBPM and the vital role of critical thinking In addition the communications chapter is extended and radically updated to include much more on digital media The rise of corporate social responsibility is also critically analysed The subject of social marketing is brought to life with the integration of case studies from across the world to provide a textbook which is required reading for students at advanced undergraduate and postgraduate levels The Handbook of Persuasion and Social Marketing David W. Stewart, 2014-12-17 This timely set traces the evolution of social marketing from its deep roots in psychology religion and politics to its current role as an influencer of societal and behavioral change Few realize that the methods behind the social marketing discipline are not new but are based on traditional sales techniques reengineered to advocate social responsibility Since emerging the movement has prompted a rapid change in how we communicate and what we say Funding from government agencies foundations and organizations like the National Cancer Institute and the American Heart Association have prompted campaigns that promote healthy behaviors and deter unhealthy actions In this three volume set a panel of experts take an unprecedented look at this marketing phenomena as a means of influencing behaviors that benefit individuals and society overall This comprehensive collection examines the role of persuasion in a marketing context The book's central theme is woven throughout each of the three volumes volume one focuses on the conceptual and philosophical foundations of the trend the second part addresses its theoretical and strategic dimensions and the final section discusses applications to specific societal issues like personal public and environmental caretaking disease prevention good nutrition and safe sex Chapters address campaign planning regulatory and compliance issues and the measurement of outcomes **Tourism and Social Marketing** C. Michael Hall, 2014-02-24 Social Marketing is the utilisation of marketing principles and methods to encourage individual and organisational behaviour change for the public good Traditionally the domain of government it is increasingly also utilised by non government and non profit organisations and other institutions of civil society as a non regulatory means to achieve policy and public good goals At a time when concerns over tourism's contribution to undesirable environmental economic and social change is greater than ever social marketing strategies are important for encouraging more appropriate and desirable behaviours by tourists and the tourism industry Tourism and Social Marketing is the first book to comprehensively detail the relevance of social marketing principles and practice to tourism destination management and marketing By considering this relationship and application of social marketing approaches to key issues facing contemporary tourism development such as the environment this book provides significant insights into how the behaviours of visitors and businesses may be changed so as to develop more sustainable forms of tourism and improve the quality of life of destination communities It further provides a powerful impetus to the development of tourism related forms of sustainable consumption and the promotion of ethical tourism and marketing This innovative book is comprehensive in scope by considering a variety of relevant fields relevant to tourism and social marketing practice including health non profit organisations governance the politics of marketing and consumption

consumer advocacy and environmental and sustainable marketing It integrates selected international cases studies to help tourism students engage with the broader debates in social marketing governance and the politics of behaviour change and shows the relationship of theory to practice Written by a leading authority in the field topical and integrative this book will be valuable reading for students scholars and researchers in tourism      **Strategic Social Marketing** Jeff French,Ross

Gordon,2015-01-31 This book is not available as a print inspection copy To download an e version click here or for more information contact your local sales representative For anyone interested in great social marketing practice in the 21st century and how it needs to adapt as our understanding of behaviour change evolves this publication is chock full of good practice and smart strategy Dan Metcalfe Deputy Director Marketing Public Health England UK Strategic Social Marketing takes a systemic approach to explaining and illustrating the added value of applying marketing to solve social problems The authors present social marketing principles in a strategic critical and reflexive way to help engender social good via the effectiveness and efficiency of social programmes in areas such as Health Environment Governance and Public Policy In illustrating how it can be applied the text places Strategic Social Marketing in a global context giving examples and case studies from around the world Set into a clear structure it Takes you through an exploration of why marketing should be an integral component of all social programme design and delivery when looking to achieve social good Moves on to the nature and application of social marketing rethinking traditional concepts such as value and exchange in the social context Lays out the how to so you can create fully realised strategy plans frameworks and tactics to influence behaviours Visit the Strategic Social Marketing Website Featuring free resources for marketing students and lecturers      *The Advanced Dictionary of Marketing* Scott Dacko,2008 This advanced dictionary of marketing focuses on leading edge terminology for use by people who are serious about the theory and practice of marketing With over 1 000 entries ranging in length and depth it is the ideal reference guide for researchers directors managers and anyone studying marketing for a professional or academic qualification

**Social Marketing and Behaviour Change** Linda Brennan,Wayne Binney,Lukas Parker,Torgeir Aleti,Dang Nguyen,2014-12-31 This book provides a concise overview of the behaviour change models that are relevant to social marketing in order to assist academics and practitioners in social marketing program development The book features a review and analysis of the most valid      **Social Marketing and Social Change** R. Craig Lefebvre,2013-02-18 How can we

facilitate more effective efficient equitable and sustainable solutions to the problems that confound our communities and world Social marketing guru R Craig LeFebvre weaves together multi level theories of change research and case studies to explain and illustrate the development of social marketing to address some of society s most vexing problems The result is a people centered approach that relies on insight and empathy as much as on data for the inspiration design and management of programs that strive for changes for good This text is ideal for students and professionals in health nonprofit business social services and other areas This is it the comprehensive brainy road map for tackling wicked social problems It s all right

here how to create and innovate build and implement manage and measure scale up and sustain programs that go well beyond influencing individual behaviors all the way to broad social change in a world that needs the help Bill Novelli Professor McDonough School of Business Georgetown University former CEO AARP and founder Porter Novelli and the Campaign for Tobacco Free Kids I m unaware of a more substantive treatise on social marketing and social change Theoretically based pedagogically focused transdisciplinary innovative and action oriented this book is right for our time our purpose and our future thinking and action Robert Gold MS PhD Professor of Public Health and Former Dean of the School of Public Health at the University of Maryland College Park This book like its author is innovative and forward looking yet also well grounded in the full range of important social marketing fundamentals Edward Maibach MPH PhD University Professor and Director Center for Climate Change Communication George Mason University Social Marketing Casebook Jeff French,Rowena Merritt,Lucy Reynolds,2011-10-03 Social Marketing Casebook brings together for the first time a dedicated collection of social marketing case studies and vignettes from around the world Each case study is explored from the scoping and research stage right through to evaluation providing the reader with a complete overview of the most important building blocks in social marketing and how these can be applied to the real world including Insights from the key people involved in social marketing and the identification of the common themes associated with successful social marketing strategies An international range of cases from the health environmental and civic sectors from national and governmental programmes to local small budget interventions Comprehensive coverage of the whole process from strategy and implementation through to the challenges and lessons learned and Academic exercises discussion questions and references to reinforce student learning This book demystifies social marketing for undergraduate and postgraduate marketing and health studies students as well as practitioners in government public institutions NGOs and private organisations looking to develop more effective social change programmes **Dynamics of Competitive Advantage and Consumer Perception in Social Marketing** Kapoor, Avinash,Kulshrestha, Chinmaya,2013-08-31 This book explores important social issues that call for reform such as health care self perceptions and corporate responsibilities to the environment giving readers a guide to understanding and appreciation behind social marketing and how it can be used to positively alter social conscience and create social change Provided by publisher **Behavior Theory in Health Promotion Practice and Research** Bruce Simons-Morton,Kenneth McLeroy,Monica Wendel,2012 Grounded in public health practice this text offers a comprehensive study of the health behavior theories that are the foundation of all health education and promotion programs Your students will come away with a clear understanding of essential relationships between human behavior and health as well as the practical application of theory and approaches to health promotion research and practice Designed for graduates or upper level undergraduates the book maintains a consistent single voice and offers many examples throughout Contents Section I Theory in Context 1 Health Behavior in the Context of Public Health 2 A Social Ecological Perspective 3 Theories of Motivation and Behavior A Brief



History and Contemporary Perspectives Section II Cognitive and Social Theories of Motivation and Behavior 4 Expectancy Value Models 5 Operant Conditioning Self Regulation and Social Cognitive Theory 6 Social Influence Theory The Effects of Social Factors on Health Behavior 7 Diffusion of Innovations Theory Section III Behavior Change Theories 8 Learning Teaching and Counseling 9 Self Determination Theory and Motivational Interviewing 10 Stage Models 11 Health Communication and Social Marketing 12 Communities and Health Promotion

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