



Social Marketing

Gerard Hastings



Social Marketing:

Social Marketing and Advertising in the Age of Social Media Lukas Parker, Linda Brennan, 2020-11-27 This book provides much needed insight into current social marketing and advertising practices The authors offer a framework for social marketing before exploring the mechanics of social media and present marketing strategy Chapters cover the use of both positive and negative emotions in social marketing and advertising and explore the ethical challenges associated with the practice in the age of social media

Hands-On Social Marketing Nedra Kline Weinreich, 2010-10-12 This book shows students and practitioners how to develop social marketing programs through a simple six step process of strategic planning and design Nedra Kline Weinreich starts by introducing the concept of social marketing and then walks the reader through each of the six steps of the process analysis strategy development program and communication design pretesting implementation and evaluation and feedback The Second Edition incorporates developments in marketing practice over the last 10 years and focuses on how to apply the design approach to campaigns to effect behavior change All organizations can do social marketing Weinreich insists if they follow the steps and start to think from a social marketing perspective

Social Marketing Nancy R. Lee, Philip Kotler, 2015-01-14 Turning Principle into Practice Social Marketing Changing Behaviors for Good is the definitive textbook for the planning and implementation of programs designed to influence 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 Nancy R Lee a preeminent lecturer consultant and author in social marketing and Philip Kotler an influential individual in the field who coined the term social marketing in 1971 with Gerald Zaltman demonstrate how traditional marketing principles and techniques are successfully applied to campaigns and efforts to improve health decrease injuries protect the environment build communities and enhance financial well being The Fifth Edition contains more than 26 new cases highlighting the 10 step planning model and a new chapter describing major theories models and frameworks that inform social marketing strategies and inspire social marketers

Social Marketing in the 21st Century Alan R. Andreasen, 2005-11-30 This is a brilliant explanation of how social marketing can address upstream issues As the author points out too often people think of the downstream applications of social marketing This book is the only one in this camp and it does a very good job of it Mike Basil University of Lethbridge Canada Most observers and many practitioners see social marketing as a downstream approach to influencing people with bad behaviors smoking neglecting prenatal care not recycling However this narrow view hugely underestimates social marketing's real potential Social marketing is simply about influencing the behavior of target audiences There are many more target audiences who need to act besides problem people if we are to solve major social problems The goal of this cutting edge book is to reposition social marketing so that foundations government agencies and various nonprofits will approach social change in a way that reaches both upstream and downstream individuals in society Author Alan R Andreasen outlines potential roles restates

fundamental principles and then suggests how social marketing might be applied to a sample of nontraditional challenges

Key Features Emphasizes Broad Social Change Repositions social marketing as an approach to social change that reaches both upstream and downstream

Reviews Social Marketing Concepts and Tools A number of different strands of scholarship are used to provide an accessible introduction to social marketing including the evolution of social problems the science of framing the process of social change and social marketing history and elements

Presents Frameworks for Influencing Behavior Three simple frameworks are provided that anyone can use whenever there is a situation where one needs to influence another's behavior

stages of change the BCOS model and competition

Social Marketing in the 21st Century is an excellent text for advanced undergraduate and graduate courses in Health Promotion Social Marketing Social Enterprise Social Change Public Health Social Welfare and Communications

In addition it is a valuable resource for social marketing practitioners public health communicators nonprofit managers social workers and social enterprise programs

Social Marketing Nancy R. Lee, Philip Kotler, Julie Colehour, 2023-04-07

Successful social marketing holds the power to change the world

Social Marketing Behavior Change for Good 7th Edition is the definitive guide for designing and implementing memorable social marketing campaigns

Authors Nancy R Lee Philip Kotler and Julie Colehour present a proven 10 step strategic marketing plan and guides students through each stage of the process

The 7th Edition is packed with 12 new cases and dozens of new examples related to today's most pressing social problems including the COVID 19 pandemic natural disasters equity and inclusion and homelessness

The new edition also includes significantly expanded coverage of social media

Whether your students are on a mission to improve public health protect the environment or galvanize their community they will find **Social Marketing** an invaluable resource

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 Nancy R. Lee, Philip Kotler, 2019-01-17

Successful social marketing holds the power to change the world

For almost two decades **Social Marketing Behavior Change for Social Good** has been the definitive guide for designing and implementing memorable social marketing campaigns

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through each stage of the process The new Sixth Edition is packed with more than 25 new cases and dozens of new examples related to today's most pressing social problems including the opioid epidemic climate change youth suicide and more The new edition also includes significantly expanded coverage of social media Whether you are on a mission to improve public health protect the environment or galvanize their community you will find Social Marketing an invaluable resource

Contemporary Issues in Social Marketing Krzysztof Kubacki, Sharyn Rundle-Thiele, 2014-07-18 Having celebrated its 40th anniversary in 2011 social marketing is increasingly accepted today as an effective behavioural change tool that can be used to change social behaviours such as encouraging people to recycle more make healthier eating choices increase the amount of sunscreen used and to use condoms to prevent disease transmission amongst many other desired social behaviours The growing popularity of using social marketing to change behaviour is reflected in increasing research interest and a growth in people practising in the social marketing field As social marketing matures into an academic discipline in its own right we are beginning to see diversity in the way it is understood and implemented by governments commercial organisations and third sector organisations in different parts of the world Contemporary Issues in Social Marketing is an outcome of the discussions held between social marketing academics and practitioners at the 2012 International Social Marketing Conference ISM 2012 which was held in June 2012 in Brisbane Australia ISM 2012 drew together 180 social marketing researchers and practitioners in the corporate and not for profit sector along with representatives of all levels of government to delve into the challenges currently faced in social marketing Contemporary Issues in Social Marketing is a scholarly resource bringing together current knowledge and contemporary debate in the field in addition to exploring areas that are currently underdeveloped in the literature This book covers arguments relating to numerous hot topics and controversial issues such as ethics in social marketing climate change energy consumption smoking healthy eating habits blood donation social marketing theory and the evaluation of social marketing interventions **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 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 *Hands-On Social Marketing* Nedra Kline Weinreich,1999-06-14 This book demystifies the process of developing and implementing a social marketing campaign The author translates the concepts of marketing into a clear step by step process that almost anyone can follow It will be indispensable to practitioners in the fields of public health social services and health care communications *Social Marketing for Public Health: Global Trends and Success Stories* Hong Cheng,Philip Kotler,Nancy Lee,2009-11-24 Social Marketing for Public Health examines how social marketing is used as a strategy for changing health behavior in the world today Addressing issues and trends in social marketing and public health globally it highlights successful and measurable health behavior changing campaigns launched by the governments by a combination of the governments and citizens or by the citizens themselves in various countries Each chapter focuses on one selected country making the content very accessible The text provides an in depth and up to date treatment of the subject matter Important Notice The digital edition of this book is missing some of the images or content found in the physical edition **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 [Social Marketing in Action](#) Debra Z. Basil,Gonzalo Diaz-Meneses,Michael D. Basil,2019-05-24 This textbook provides students with real world social marketing case studies from different countries and regions around the world taking learners from classroom theory to practice The primary objective is to clearly portray to students distinct identifiable steps that are essential for successful social marketing campaigns Core social marketing practices are applied to each case to help students master social marketing principles and apply them to their own real world social marketing activities in order to affect positive social change This textbook first provides the tools necessary to understand the effective application of social marketing and then offers 24 case studies exemplifying effective social marketing efforts from all around the world Specifically Part I clearly and

concisely explains the principles of social marketing in five chapters Upstream vs downstream social marketing SWOT competition Fundamentals of social marketing ethics Formative and Evaluative Research Theories applied in social marketing A historical perspective on social marketing Part II features 24 social marketing case studies that demonstrate the application of social marketing principles All 24 cases follow a consistent structure that includes Background Positioning SWOT Research Objectives The 4 P s Target audience Evaluation Barriers and benefits Discussion Competition This format allows for students and professors to easily and effectively select individual cases and compare between cases This textbook also allows instructors to encourage critical thinking by having students compare and contrast not only the cases themselves but the applications used In addition teaching guides with answers to discussion questions suggestions for activities inside and outside of the classroom and further readings are available to assist professors in teaching from this book **Social**

Marketing Michael T. Ewing, 2012-10-12 Harness commercial marketing techniques to spark social change American Express Avon BMW Kellogg s Liz Claiborne McDonald s Reebok and other corporations have embraced social and cause related marketing as a way to connect with their customers This vital book examines the how and why as well as the causes and effects of this fast growing trend in marketing Social Marketing brings you an overview of recent global developments in social marketing a study comparing the effectiveness of a CRM program with that of ambush advertising a case study of Hungersite com that investigates motivations for donating time money and other resources to charities a wary look at the darker side of globalization and liberalization and more Segmentation in Social Marketing Timo Dietrich, Sharyn Rundle-Thiele, Krzysztof Kubacki, 2016-10-21 This book brings together current innovative methods and approaches to segmentation and outlines why segmentation is needed to support more effective social marketing program design It presents a variety of segmentation approaches alongside case studies of their application in various social marketing contexts The book extends the use of segmentation in social marketing which will ultimately lead to more effective and better tailored programs that deliver change for the better As such it offers a detailed handbook on how to conduct state of the art segmentation and provides a valuable resource for academics social marketers educators and advanced students alike

Strategic Social Marketing Jeff French, Ross Gordon, 2019-11-08 Adopting an international approach and offering a broader context this second edition of Strategic Social Marketing presents social marketing principles in a strategic critical and reflexive way illustrating the value of applying marketing to solve social problems including A brand new chapter on evaluation Updated advances in relevant research and theorizing New vignettes and short case studies to illustrate theories throughout the text The authors explore the reasons why marketing should be an integral component of all social programme design and delivery when looking to achieve social good while progressing on to the nature and application of social marketing rethinking traditional concepts such as value and exchange in the social context Their hands on features then let students lay out strategy plans frameworks and tactics to influence behaviours 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 Research for Global Public Health](#) W. Douglas Evans, 2016-06-15 Like all aspects of society public health practice has been fundamentally changed by the emergence of electronic and social media as centerpieces of human communication and connection More than ever public health practitioners rely on these new marketing and communications technologies to promote longstanding goals like disease prevention and fostering social responsibility Social Marketing Research for Global Public Health offers proven guidelines for crafting campaigns that work in public health It equips readers with tools pioneered by corporate marketers to increase the efficacy of public health interventions in any setting It also provides practical advice to practitioners seeking to assess their interventions along with examples for effective outreach to promote smoking cessation financial literacy and other social goods Combining overviews of marketing theory and methodology with practical chapters specific to public health Social Marketing Research for Global Public Health provides a crucial and holistic understanding for this new imperative in the field **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

New Horizons in Arts, Heritage, Nonprofit and Social Marketing Roger Bennett, Finola Kerrigan, Daragh O'Reilly, 2013-09-13 Arts heritage non profit and social marketing today comprise key components of the contemporary marketing management scene Governments charities and voluntary sector organisations throughout the world are increasingly involved in the development of marketing campaigns and more and more of these organisations are likely to be at the cutting edge of the application of the very latest marketing methods Research in the arts heritage non profit and social marketing fields is intellectually rigorous relevant for user communities and has a great deal to offer to marketing theory as well as to promotional practice This book presents a collection of stimulating articles that report some of the freshest and most innovative research and thinking in the authors specialist domains Collectively the chapters offer a balance of empirical and conceptual research in arts heritage non profit and social marketing They explore new ideas challenge pre existing orthodoxies develop knowledge and demonstrate the epistemological importance of current research in these critical areas This book was originally published as a special issue of the Journal of Marketing Management

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