

## **BA5007 SOCIAL MARKETING**

### DETAILED SYLLABUS

#### **UNIT I INTRODUCTION**

Social marketing - Definition - Scope and concept - Evolution of Social marketing - Need for Social marketing - A comparative study between Commercial and Social marketing - Use of market research - social change tools - Factors influencing Social marketing - Challenges and opportunities.

#### **UNIT II SOCIAL MARKETING PROCESS AND PLANNING**

Introduction - Environment Monitoring - Social Class and self-efficacy - social capital - Social ecology - Advocacy - A global phenomenon - Social marketing Process - Stages - Ethical considerations. Planning - Formative Research in Social marketing. Analysis - Problem - Environment - Resource.

Segmentation - Motives and benefits - Sheth's and Frazier's attitude - behavior segmentation - Stage approach to segmentation - Selecting target audiences - Cross cultural targeting - cultural and individual tailoring.

#### **UNIT III SOCIAL MARKETING MIX**

Social marketing mix - policy - product - place - price - promotion - people - partnership. Rating & Reviews - Virtual world - Using media in social marketing - Importance - effectiveness of mass media in social marketing - Practical model for media use in social marketing - Advertisement - Publicity - Edutainment - Civic or Public - Choosing media & methods.

Role of media in social marketing campaigns - planning and developing Social media campaigning – Campaign vs Programme - Programme planning models – conceptual model Lawrence Green's PRECEDE-PROCEED model.

#### **UNIT IV ETHICAL ISSUES AND CHALLENGES**

Ethical principles - Codes of behaviour - Critics of social marketing - Critic of power imbalance in social marketing - Criticism of unintended consequences - Competition in social marketing- Definition - monitoring - countering competition - competition and principle of differential advantage - Internal competition.

#### **UNIT V TRENDS IN SOCIAL MARKETING**

Future of Social marketing - setting priorities in social marketing - Repositioning strategies- Future of Public sector – NGO – Private sector social marketing.

## Diploma, Anna University-UG, PG., HSC & SSLC

*Notes*  
*Syllabus*  
*Question Papers*  
*Results and Many more...*

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Social Media marketing - Importance - Big Brands & Small business - E mail marketing - Social Media Tools –Marketing with Social network sites, blogging, micro blogging, podcasting with Podomatic

### **REFERENCES**

1. Rob Donovan & Nadine Henley. (2011). Principles and Practice of Social Marketing-an international perspective. Cambridge University Press.
2. Kotler, P., Roberto, N., & Lee, N. (2008). Social Marketing – Influencing Behaviors for Good. (3rd ed.). Thousand Oaks, CA: Sage Publications, Inc.
3. French, J., Blair-Stevens, C., McVey, D., & Merritt, R. Social Marketing and Public Health. Oxford, UK: University Press 2010.
4. Hastings, G. Social Marketing: Why should the Devil Have All the Best Tunes, Routledge 2013
5. Social marketing in the 21st Century- Alan R. Andreasen- sage Publication, 2012.

### **OBJECTIVE**

To enhance Competitiveness in Social Marketing by ethical values and social media in Marketing.