

## **SEMESTER-II (Pool-A)**

### **COURSE NAME : SOCIAL MARKETING**

**(CHOI-A23)**

**Number of Credit: - 02**

**Maximum marks: 50**

#### **Unit 1**

Market as a Social Institution: Social aspects of Market Elements of Social Marketing Marketing of Social Policies and Programmers.

#### **Unit II**

Management Principles for Marketing: Problem identification, cause formulation, planning, organizing, coordinating, directing, controlling.

Processes of Social Marketing: segmentation (social differentiation), target audience, positioning.

#### **Unit III**

Strategies of Social Marketing: Social Market research, Short-term strategy (participative action), Long-term strategy(education).

Measures to overcome resistance; strength, weakness, opportunity and threat (SWOT) analysis .

#### **Unit IV**

Development Communication for Social Marketing: top-downward, bottom-upward, media planning, channel selection, advertising Provisions and Regulations of advertising, Formal and informal censoring.

#### **Unit V**

Agencies of Social Marketing: state, corporate agencies, international donor agencies, non- Governmental organizations (NGOs) Globalization and Social Marketing.

#### **Essential Readings:**

1. Andreason, Alan R. and Alan A. Andreason. Marketing Social change: Changing
2. Behaviour to Promote Health, Social Development and the Environment (Jossey Bass Nonprofit Sector Series)
3. Donovan, R. J., & Henley, N. (2003). *Social marketing: Principles and practice*. Melbourne: IP communications.
4. Eagle, L., Dahl, S., Hill, S., Bird, S., Spotswood, F., & Tapp, A. (2013). *Social marketing*. Pearson Education.
5. Kotler, Philip. 1981, Marketing for Non-profit Organizations. New Delhi: Prentice Hall of India.
6. Kotler, P., & Lee, N. (2008). *Social marketing: Influencing behaviors for good*. Sage.

7. Kotler, Philip and Roberto L. Eduardo. 1989. Social Marketing : Strategies for Changing Public Behaviour. New York: The Free Press – A division of Macmillan, INC.
8. McKenzie- Mohr, Doug and William Smith. Fostering Sustainable Behaviour: An
9. Introduction to Community-Based Social Marketing (Education for Sustainable Series).