

Desai A.R. and Pillai S.D. (ed) 1970: Slums and Urbanisation, Popular Prakashan, Bombay.

Castell M. 1977: The Urban Question, Edward Arnold, London.

Ramachandran R. 1991: Urbanisation and Urban Systems in India, OUP, Delhi.

Ellin Nan 1996: Post Modern Urbanisim, Oxford UK.

Edward W Soja 2000: Post Metropolis: Critical Studies of cites and regions, Oxford Blakcewell.

Fawa F. Sylvia, 1968:: New Urbanism in World Perspectives- A Reader. T.Y. Cowell, New York.

Joshi, O.P.: Urban Sociology.

Pedagogy :

The students who are to be exposed to the urban dimensions of society need to be sensitised towards the classical tradition of question Chicago-school approach and also of the demographic aspects of urban issues. Survey and case studies of urban problems with a monthly seminars shall be the basic pedagogy.

PAPER - VII (C) SOCIAL MARKETING

M.M. 100

Unit-A

Market as a Social Institution: From Relations of Production to Market Relations: Social Aspects of Market, Marketing Social Policies, Programmes and Causes, Distinctive Elements of Social Marketing, Globalization and Social Marketing.

Unit-B

Processes of Social Marketing: Segmentation (Social Differentiation), Target Audience, Positioning (STP.) 4Cs. -Cause, Cost, Channel, Communication: Social Marketing mix, Lifecycle of Cause. Management Principles for Marketing: Problem Identification, Cause formulation, Planning, Organizing, Coordinating, Directing Controlling..

Unit-C

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, Appraisal of Cultural Resources and Constrains, Social Stratification and Marketing. Ethnic Packaging-Social Packaging.

Unit-D

Development Communication for Social Marketing: Top-Downward, Bottom-upward, Media Planning, Channel Selection, Advertising, Provisions and Regulations of Advertising, Formal and Informal Censoring, Consumer Protection Act, Consumer Movement.

Unit-E

Agencies of Social Marketing: state, corporate agencies, international donor agencies, NonGovernmental Organizations (NGOs), Monitoring and Evaluation: Methodology Techniques of Measuring Success of Programme; Ethical issues in Social Marketing.

Essential readings :

Andreason, Alan R. and Alan A. Andreason. Marketing Social Change Changing Behaviour to Promote Health, Social Development and the Environment, Jossey Bass Nonprofit Sector Series.

Kotle, Philip. 1981 Marketing for Non-profit Organizations. New Delhi Prentice Hall of India.

Kolter, Philip and Roberto L. Eduardo. 1989. Social Marketing: Strategies for Changing Public Behaviour. New York: The Free Press- A division of Macmillan, INC.

Mc Kenzie-Mohr, Dough and William Smith. Fostering Sustainable Behaviour: An Introduction to Community-Based Social Marketing, Education for Sustainable Series.

Manoff Richard K. 1985. Social Marketing. New York: Praeger.

Packard Vance. The Status Seekers. Hammonds worth: Penguin Books.

Packard Vance. The Hidden Persuaders. Hammonds worth: Penguin Books.

Seabrook, John. Nobrow: The Culture of Marketing, the Marketing of Culture.

Shewchuk, John. 1994 Social Marketing for Organizations. Ontario: Ministry of Agriculture, Food and Rural Affairs Office.

Social Marketing Institutes- Working Papers. Alliances and Ethics in Social Marketing.

Veblen, T. The Theory of Leisure Class.

Weber, Mas. 1947. The theory of Social and Economic Organization. New York: The free Press.

Paul N. Bloom, et.al. 2001, Hand book of Marketing and Society. Sage: India. Rohit Deshpande, 2001 Using Market Knowledge. Sage India.

Pedagogy :

The course has to begin with making a clear distinction between commercial marketing and social marketing. It has to be in some ways significantly different from the kind of Social Marketing course taught in Business