

## **Paper V –B Social Marketing**

### **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 Constraint, 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, Non-Governmental 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.

Me 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. Hammoundsworth : 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 schools. The distinctive feature of this course has to be the analysis of Social Marketing from la sociological perspective. For purpose of pedagogy the course has to bank heavily on the use of case studies in Social Marketing. It will be rewarding to discuss both kinds of case studies of social Marketing, i.e., the success stories and the failure stories. It will also be valuable to put the students in touch with some knowledgeable figures from industry, who have made a marks in the field of Social Marketing. Students have also to be provided knowledge and skills of advertising for Social Marketing.

