

Course Code: MARKSOC

Course Title: Social Marketing

Course Description:

This course covers the basics in social marketing. It examines issues of social responsibility in businesses and how marketing theory and techniques may be used to promote more environmentally and socially conscious business practices. Social Marketing is all about – using techniques and proven theory from the field of Marketing to address social issues mainly through attempting to change behavior in ways that benefit society. Case studies will be used and students will implement and measure the campaigns done in class.

Department: Marketing and Advertising

Required text and materials

Lee and Kotler (2016). Social Marketing – Changing Behaviors for Good. 5th ed. SAGE

Publications. Weinreich (2011), Hands-On Social Marketing: a step-by-step guide. 2nd ed. SAGE Publications.

Andreasen (2006). Social Marketing in the 21st Century. SAGE Publications.

Other References

François J. Dessart, René van Bavel (2017). Converging Paths: Behavioural Sciences and Social Marketing for Better Policies. Journal of Social Marketing, Volume: 7 Issue: 4. Emerald Insight.

Marie-Louise Fry, Josephine Previte, Linda Brennan (2017). Social change design: Disrupting the benchmark template. Social change design. Journal of Social Marketing, Volume 7 Issue 2. Emerald Insight.

Spotswood, Chatterwood et al. Practice-theoretical possibilities for social marketing: two fields learning from each other. Journal of Social Marketing. Volume 7 Issue 2. Emerald Insight.

Balarbar (2017). Real Life Cases in Social Marketing