

FAR WESTERN UNIVERSITY
Faculty of Management

Course Title: **Social Marketing**
Course Code: **MKT 381**
Nature of course: Theory
Semester: Eighth
Level: BBA

Total Marks: 100
Pass Marks: 45
Time per period: 1 hr.
Total periods: 45
Credit hours: 3

1. Course description

The course is based on the use of marketing principles to develop social marketing strategies and programs and to bring behavioral change for a social good. The course will also examine issues of social responsibility in business and how marketing may be used to promote more environmentally and socially conscious business practices. This course is designed to provide basic framework to the students for understanding social marketing concept and utility of social marketing in resolving social issues. This course is designed for students who have some basic knowledge of marketing.

2. Learning objectives

General objectives of the course are as follows:

- To familiarize students with the concept and utility of social marketing in resolving social issues.
- To discuss the use of social marketing to make community interventions culturally sensitive.
- To apply a social marketing mind set to develop, implement/manage, and evaluate social marketing programs.
- To develop price, promotion and place strategies for a chosen social marketing issue.
- To identify appropriate methods for use in conducting social marketing research.

3. Specific objectives and contents

Specific objectives	contents
<ul style="list-style-type: none">• Explain the meaning of marketing and Social marketing.• Understand the need and importance of Social marketing	Unit I: Introduction 12Hrs 1-Social marketing: Definition, Nature and scope 2- Evolution of Social marketing 3-Need and importance for Social marketing

<ul style="list-style-type: none"> • Explain the factors influencing the social marketing. • Explain the social change tools to change the behavior of target group. • Understanding the Challenges and opportunities. • Identify the stages of a successful Social marketing effort • Understand the meaning and importance of Social Media marketing. • Understand the different types of Social Media Tools(Social network sites and blogging) and their role in social marketing. • Understand the challenges of E mail marketing. • Explain the ethical and political issues in social marketing • Explain the critics of social marketing. 	<p>4- Difference between commercial marketing and commercial marketing</p> <p>5- social change tools –</p> <p>6-Factors influencing Social marketing</p> <p>7-Challenges and opportunities.</p> <p>8- Stages of a successful Social marketing effort</p> <p>9-Social Media marketing</p> <p>10-Social Media Tools</p> <p>11-Ethical and political issues in social marketing</p> <p>12-Critics of social marketing</p>
<ol style="list-style-type: none"> 1. Understand the concept and elements of marketing mix. 2. Explain the Policy, people and partnership as a elements of social marketing. 3. Understanding to develop social marketing strategies to bring behavioral change. 4. Identify the proper Media Channels for promoting social marketing programmes. 5. Explain the concept of social advertising. 	<p>Unit-II: Social Marketing Mix 6LH</p> <p>1-Meaning and elements of marketing mix</p> <p>2-4ps in the context of social marketing</p> <p>3-4Cs – cause, cost, channel, communication</p> <p>4-Marketing mix applied to social marketing issues and problems.</p> <p>5- social marketing mix strategies and application</p> <p>6-Selecting Media Channels for promoting social marketing programmes</p> <p>7-Social Advertising: Concept and Importance</p>

<ol style="list-style-type: none"> 1. Understand social marketing environment 2-Understand the internal and external social marketing environment in the context of Nepal. 3-Explain the Processes of social Marketing: Segmentation, Target audience and Positioning. 4-Explain the variables and stages of segmentation. 5-. Understanding the concept of target market, selection of target audiences 6-Explain the Role of branding in social marketing programs. 7- Understand the concept of brand, brand equity brand efficacy 8- Understand the concept and strategies of brand positioning. 	<p>Unit-III: Segmentation, Targeting and positioning 10LH</p> <p>social marketing environment</p> <p>Analyzing the internal and external environments</p> <p>Processes of Marketing: Segmentation, Target audience and Positioning.</p> <p>Social Markets Segmentation</p> <p>Stage to segmentation</p> <p>Selecting target audiences</p> <p>Branding and positioning</p> <p>Efficacy of brands in social marketing programs.</p> <p>Role of branding in social marketing programs.</p> <p>Elements of a positioning strategy.</p>
<ol style="list-style-type: none"> 1- Understand the role of public policy (anti-smoking/ drugs/ minority marriage) in social marketing. 2- Understand the meaning and concept of corporate agencies and their influence in social marketing. 3- Understand the role played by international donor agencies, non-governmental organizations (NGO/INGOs). 	<p>Unit-IV: Agencies of Social Marketing: 6LH</p> <p>State</p> <p>corporate agencies</p> <p>international donor agencies</p> <p>Branding</p>
<ol style="list-style-type: none"> 1. Understand the Meaning and importance social marketing campaign. 2. Identify the time for running social marketing campaign 3. Understand the managing social marketing campaign. 4. Understand the Implementing and evaluation social marketing campaign 	<p>Unit-V : social marketing campaign 5LH</p> <p>Meaning and importance</p> <p>Selection of time for running social marketing campaign</p> <p>Managing social marketing campaign</p> <p>Implementing and evaluation social marketing campaign</p>

<ol style="list-style-type: none"> 1. Understand the meaning, characteristics and types of research. 2. Learn the skills for understanding and conducting quantitative and qualitative research methods in the field of social marketing. 3-Understand the ethical issues involved in social market research. 	<p>Unit-VI: Social marketing research 6LH</p> <p>Introduction</p> <p>Characteristics of research</p> <p>Quantitative Vs qualitative research</p> <p>Integrating Quantitative & Qualitative Methods in Social Marketing Research</p> <p>Ethics in marketing research</p>
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Basic books:

S. M. Jha, "Social Marketing", Himalaya Publishing House, Delhi, 2004.

Kotler, P., Roberto, N., & Lee, N. (2008). Social Marketing – Influencing Behaviors for Good. (3rd ed.).

Reference books:

Social marketing in the 21st Century- Alan R. Andreasen- sage Publication, 2012.

Hastings, G. Social Marketing: Why should the Devil Have All the Best Tunes? Oxford 2007