

Elective Course 4 : Social Marketing

Course Type:	PS: Program Specialisation	Course Credits:	2
Course Code:	M4PE537	Course Duration:	30 Hours

Course Objective:

- To introduce foundational concepts, principles, and strategies specific to social marketing.
- To equip students with practical skills in designing and implementing social marketing campaigns.
- To develop analytical capabilities for evaluating societal needs, behaviour change strategies, and campaign effectiveness.
- To foster understanding of ethical considerations, stakeholder engagement, and social responsibility.
- To cultivate strategic insights into contemporary challenges and opportunities in social marketing initiatives.

Course Outcomes:

- CO1: Understand the importance of social marketing in influencing Behaviours
- CO2: Apply concepts learnt to real life plans
- CO3: Analyse social marketing campaigns
- CO4: Evaluate the plan on Objectives, behaviours, cost, and ethical aspects
- CO5: Create a social marketing campaign based on concepts learnt

Unit / Module	Content	CO Mapping	Hours Assigned
1	Definition, difference from commercial marketing, non-profit marketing, value proposition of social marketing, impact on social issues Steps in developing a social marketing plan, marketing mix strategies, monetary and non-monetary costs Analysing the social marketing environment, purpose and focus of the plan, situations audit	CO1, CO2, CO3	5
2	Segmentation, evaluation and selecting target audiences, variables for segmentation, criteria for evaluating segments, ethical issues in selecting target audiences Behavioural objectives, knowledge and belief objectives, campaign evaluation	CO2, CO3, CO2, CO3	4

	Target audience barriers , revision of target audiences, researching target audiences		
3	Developing a positioning statement , positioning focused on behaviour, barriers, benefits, competition; repositioning, branding	CO3, CO4	5
4	Product platform , branding issues Pricing – monetary and non-monetary incentives and dis-incentives, pricing of tangible objects and services	CO2, CO3	4
5	Managing distribution channels	CO2, CO3	4
6	Promotion – creative brief, pretesting, messenger strategy	CO3	4
7	Plan for monitoring and implementation , metrics to measure, cost, ethical evaluation of the plan; budgets and funding sources	CO3, CO4, CO5	4

Text Books:

1. Nancy Lee, Philip Kotler. Social Marketing: Influencing Behaviours for Good. 4e. Sage Publications
2. Philip Kotler, Ned Roberto, Nancy Lee. Social Marketing: Improving the Quality of Life. 2e. Sage Publications