



**‘Social Marketing Module  
Assessment for the  
Real World.’**

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## Social Marketing Module

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- A core module within the MSc Health Studies programme since 2003
- Designed in collaboration with Professor Gerard Hastings (Centre for Social Marketing in University of Stirling)
- The concept & development of social marketing and its emergence as a discipline
- Introduction to commercial marketing/ differences between commercial marketing and social marketing
- Distinct features of social marketing
- The Exchange Theory
- The Social Marketing Mix

## Social Marketing Module

- Branding in Social Marketing
- The use of imagery in advertising and marketing campaigns: how this has shaped the nature of consumer consumption
- Ethics and Social Marketing
- Behaviour Change Models
- Formative research in Social Marketing
- Campaign Planning

## The Lecturer

- A module taught over a period of 8 weeks
- A written assignment = 60% of marks
- Campaign presentation = 40% of marks
- Agreement on a campaign
- Campaign planning from week 2 onwards
- Observation of teamwork, leadership and presentation of materials
- Audience and lecturer feedback

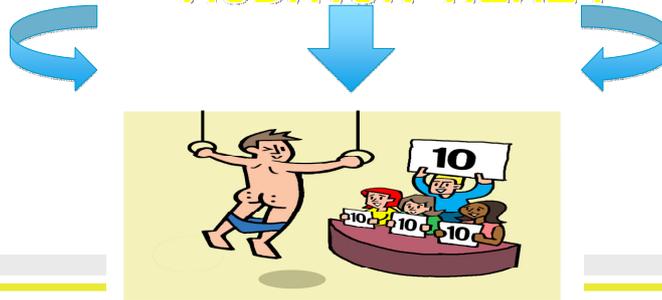
## Campaign 1 The Sex Factor

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Facebook Game : aim - audition and learn

**GOT THE SEX FACTOR ?**

**“ AUDITION HERE ! ”**



## CAMPAIGN 2

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*'Is the credit crunch making you frown?  
Supporting men's health following job  
loss'*

- Multi-faceted approach
- Research based methods
- Male perspective



## Segmentation

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- Demographic - age, sex, and occupation
- Geographic - region, urban
- Socio-demographic - social class
- Psycho-graphic - values, lifestyle
- Epidemiology - risk factors
- Benefits - avoidance of mental health



## Segmentation

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- Target group identified as males aged 35 years old +
- In employment or threat of redundancy
- Recently lost job
- General worry of job loss or home loss during recession
- New to job centres

Males that are reluctant to accept help or go to GP, therefore an early intervention self help website that would offer practical and realistic advice with appropriate links



## Campaign Design

- Previous thoughts and ideas were how the loss of a father's job may affect/ impact on a middle class family
- Thoughts of developing a website that could be accessed by all
- Too widespread a campaign, would overlap with existing help lines
- Decided to focus on target group identified in segmentation
- Keen on a website that could be accessed easily and anonymously, with aspect of peer support
- Website idea linked for campaign title



## Campaign [www.whatswulliesworries](http://www.whatswulliesworries)

- Aim of campaign to direct males to the website
- Use of posters, leaflets and credit card size cards
- Development of board or interactive game
- Magazine advertisement
- Internal employment publications
- Occupational Health

Campaign group researched colours that males would respond to and used the two most popular in campaign material-blue and yellow (COPE 2009)



- Website name suggests males only and took on Scottish angle with the name
- The caricature used suggests links to other male health problems that are affected by stress and mental health



## CAMPAIGN EVALUATION

- Website visits
- Links to other sites
- Males perspective
- Use of game – interactive or board version

A hypothetical campaign though one that is relevant in reducing the impact on men's mental health



## The Student

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Of all the Master's modules this was the most stimulating and challenging one. It required the student to engage with academic theory as well as people in the real world. The ideas and materials in the presentation were taken into local secondary schools where teenage girls were the target audience. Dumfries & Galloway has one of the highest incidences of melanoma within the UK and Ireland

Fry Now,  
Pay Later



In summary the choice for young girls is



From palm



To tan



To harm

OR



From palm



To tan



To glam



Thank You,  
Any questions?

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