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Addressing the major
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ENGAGE!
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**The 2nd World
Non-Profit & Social
Marketing Conference**

11-12 April 2011 Citywest Hotel, Dublin, Ireland



IRELAND



There is A LOT more to the Irish than shamrocks,
leprechauns, Guinness, and being great conference hosts

Dr. Christine Domegan, B. Comm, MBS, PhD. Senior Lecturer in Marketing, National University of Ireland, Galway.

Christine's research focuses on Social Marketing and its application to value co-creation, public policy, strategic partnerships and marketing theory through a multi-disciplinary lens with partners in the UK, USA, Canada and Argentina. Her current work embraces recycling, men's health, positive aging, health literacy and science in society. She teaches Social Marketing in Ireland and the UK where she combines Social Marketing with service learning research and teaching, bringing a civic engagement dimension to her work.

Publications appear in the forthcoming Sage Handbook of Social Marketing, the Journal of Nonprofit and Public Sector Marketing, the Journal of Business and Industrial Marketing and the Irish Journal of Management. She is a co-author of Marketing Research in Ireland; Theory and Practice, an Irish best selling textbook, now in its 3rd edition. She is co-authoring the second edition of Why Should the Devil have all the Tunes with Gerard Hasting and is on the Editorial Board for Journal of Nonprofit and Public Sector Marketing and the International Review on Public and Nonprofit Marketing.



Social Marketing in an Irish Context

*Dr. Christine Domegan,
April 2011*



NUI Galway
OÉ Gaillimh

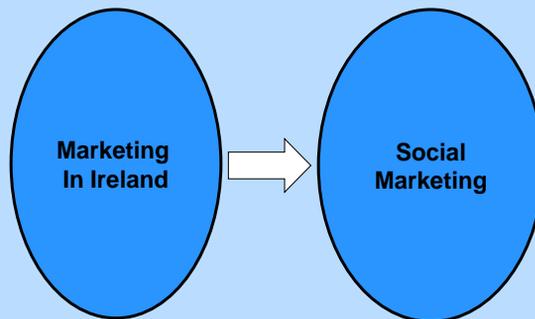
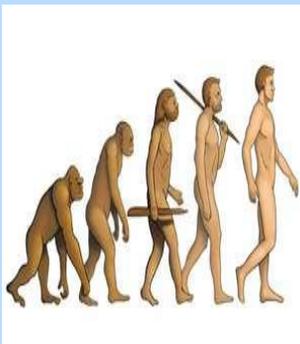


The 2nd World
Non-Profit & Social
Marketing Conference



CISC
Centre for Innovation
& Structural Change

Starting point....



Mid 1970' s

1993 - 2006

In the early phase of Social Marketing in Ireland, led by health and the environment

Starting point....



Starting point....



In these Founding Years....



"finding out the latest information..."

1 Research



"what people in Galway think..."

2 Practice



"address all issues at the same time..."

3 Policy

1 Research



"finding out the latest information..."

Scholarly Work
PhD & Masters
Interdisciplinary
+ Research
Projects

Practice Studies
Intervention led

1 Research



1 Research



THE IRISH JOURNAL OF
Management
incorporating IBAR

Special Edition, Call for Papers, 2011



1 Educational Element

- New area of creativity and dynamic ingenuity.
- Expanding skills offerings.
- New third level degrees and courses.



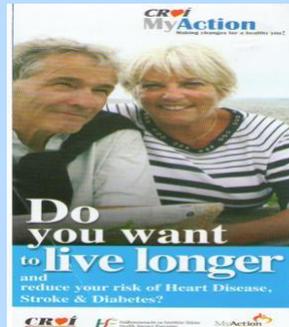
NUIG
2009



DCU
2011



2 Practice



2 Practice

"I have a greater knowledge about the importance of moving upstream and looking at the bigger picture and the social side of things"

"Coming up with an idea that I knew could actually be used by this service provider, which could help and make a difference in society made this experience so different than usual coursework"

"This wasn't merely a report on a hypothetical situation that we were required to do for our lecturer for marks; it was so much more than that. We worked closely with the Society and could appreciate how much our effort meant to them. It gave me a sense of empowerment and importance, something I cannot say I have felt from any other type of learning experience"

3 Public Policy

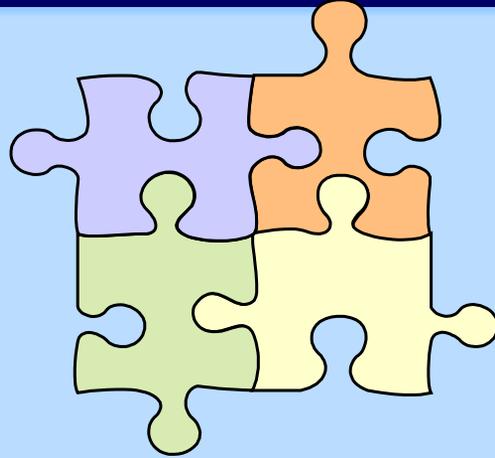


"address all issues at the same time..."

Leadership and 'joined-up', strategic co-ordination.

Fuels Innovation and our knowledge based society, e.g. human and intellectual capital, relationships, networks, core competences.

Co-authoring Social Marketing's tomorrow in Ireland



While Ireland is late to SM, we've been able to link academic research to guide practice & policy.

Further info:-

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www.cisc.ie

www.nuigalway.ie



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