

SOCIAL MARKETING EDUCATION

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WORLD SOCIAL MARKETING CONFERENCE, TORONTO

METHOD

Contacts with all of 2006 submissions

Internet search to locate courses

Social marketing listserve (two queries)

25 USABLE SUBMISSIONS

Australia

Canada

England

Ireland

Israel

Switzerland

United States

Venezuela

9 Business

9 Public Health

7 Communications

Undergraduate 10

Graduate 18

MOST COMMON LEARNING/COURSE OBJECTIVES

- **Understand the principles of social marketing**
- **Apply the principles of marketing to social change**
- Usually through development of a social marketing plan
 - Use secondary research to analyze the problem/environment
 - Understand how to use formative research (e.g., focus groups, interviews, records)
 - Set program objectives
 - Barriers and opportunities
 - Segmentation
 - Social marketing mix
 - Evaluation

ONE TIME MENTIONS

- ✓ **Gain critical analysis skills to critique organizations' social marketing initiatives**
- ✓ **Understand the limits of marketing as a mechanism for social change**
How to create environmental, organizational and policy change through social marketing
- ✓ **Understand the differences between profit, not for profit, social marketing, political and government marketing**
- ✓ **Locate and acquire funding to support social marketing program**
- ✓ **Develop budgets to support social marketing programs**

OBSERVATIONS

- ✓ **Ethics mentioned by only a few**
- ✓ **Only one reference to “4P’s”**
- ✓ **Little emphasis on upstream factors**
- ✓ **Teamwork and communication skills (presentations) almost universal**

PEDAGOGY

Discussion, lecture, social marketing plans

Articles – varied by college

Books most used

- Kotler and Lee: Social marketing: Influencing Behaviors for Good
- Andreasen's: Social Marketing in the 21st century

UPCOMING.....

Examine differences/changes over past 6-7 years

Please send syllabi

THANK YOU