

# Social Marketing: The Future Speaks

**Dr Ross Gordon** (Centre for Health Initiatives,  
University of Wollongong)



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# 1: Be Critical

# WHAT ARE YOU THINKING?

- Critical social marketing

- Critical competitive analysis

- Critical reflexivity

# 2: Be innovative

- Need for social marketing to modernise
- Develop & embrace new/existing theories & concepts
- Do not limit ourselves within the confines of the past

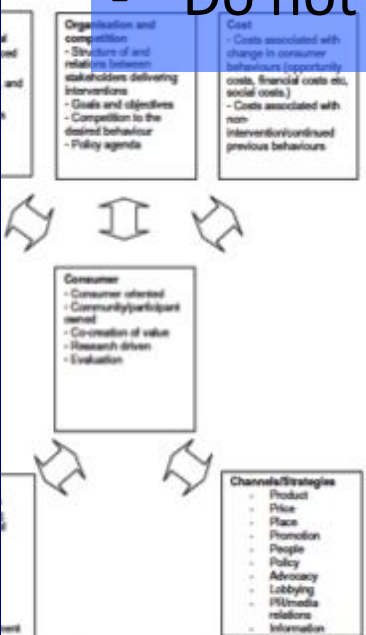
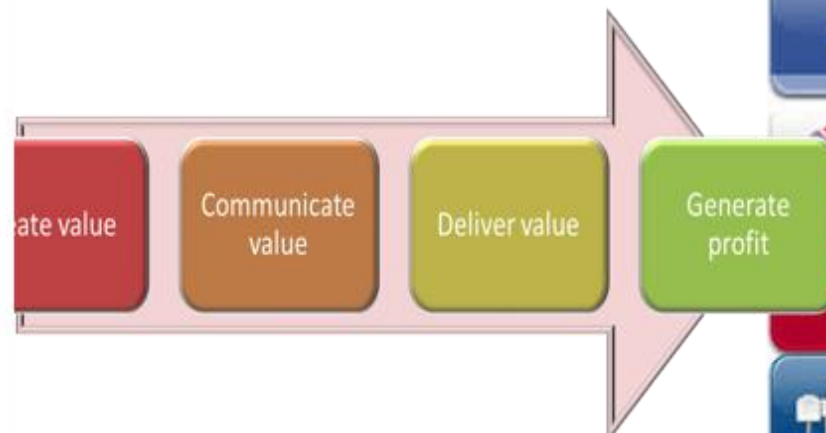


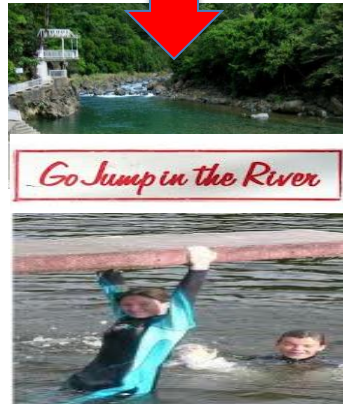
Fig. 1. Proposed social marketing mix.

### 3: Think & act strategically

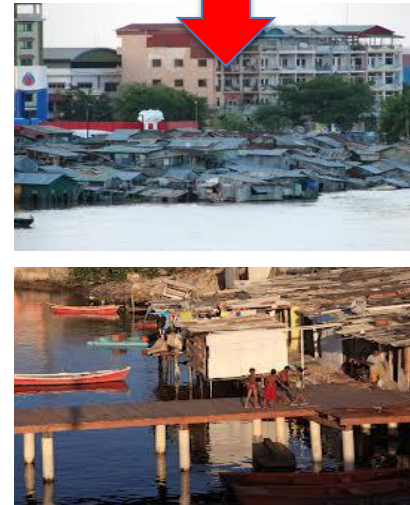
# Social Marketing



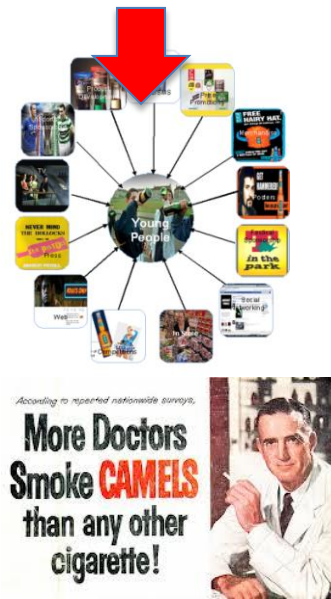
Downstream



Midstream



Upstream



Critical

# Thanks



## - Questions -

**Ross**

Email: [rgordon@uow.edu.au](mailto:rgordon@uow.edu.au)

Tel: 02 4298 1946



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