

Principles and Practice of Social Marketing

This fully updated edition combines the latest research with real life examples of social marketing campaigns the world over to help you learn how to apply the principles and methods of marketing to a broad range of social issues. The international case studies and applications show how social marketing campaigns are being used across the world to influence changes in behaviour, and reveal how those campaigns may differ according to their cultural context and subject matter. Every chapter is fully illustrated with real life examples, including campaigns that deal with racism, the environment and mental health. The book also shows how social marketing influences governments, corporations and NGOs, as well as individual behaviour. The author team combine research and teaching knowledge with hands-on experience of developing and implementing public health, social welfare and injury prevention campaigns to give you the theory and practice of social marketing.

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PREFACE

In the first edition of this book, we adopted the original definition of social marketing as the application of marketing principles and tools to the achievement of socially desirable ends. In our view, while there are clear differences between commercial marketing and social marketing (as there are between marketing fast moving consumer goods to domestic consumers and marketing industrial products to manufacturers), social marketing is simply an area of application of marketing techniques. Hence, this edition remains firmly based on the basic principles of marketing. This grounding reminds public health and other social change agents who have enthusiastically adopted commercial marketing techniques, that marketing – when applied correctly – is more than just a bag of advertising and promotional tools; it is both a philosophy and a set of principles about how to achieve mutually satisfying exchanges between marketers and consumers. Marketing, and therefore social marketing, relies on a comprehensive and fully integrated approach to achieving a campaign or programme's objectives.

At the same time, the first edition broadened the definition and domain of social marketing by addressing two issues: first, to pre-empt debate about 'who decides what is socially desirable', the first edition proposed the UN Charter on Human Rights as the authoritative source for defining what constitutes a *socially desirable* goal; second, and following the UN Charter, the *social* in our social marketing emphasises the social determinants of individual and population health and wellbeing. Social marketing not only targets individual behaviour change, but also attempts to 'go upstream' and target individuals and groups in legislative bodies, government departments, corporations and non-profit organisations, who have the power to make policy, regulatory and legislative changes that protect and enhance people's health, wellbeing and quality of life. From this perspective, social marketing attempts to bring about changes in *products* to reduce harm and enhance wellbeing; changes in *places* to facilitate adoption of desirable behaviours and inhibit undesirable behaviours; and changes in the *political* allocation of resources to bring about changes in the social and structural factors that impinge on an individual's opportunities, capacities and the right to have a healthy and fulfilling life.

The 2003 edition illustrated the principles of social marketing with numerous examples of practical application from the field. In this edition we do likewise. However, while the first edition emphasised much of our own work and Australian-based examples,

this international edition contains not only updated material, but also provides numerous examples from around the globe. In particular, we have added a chapter on advocacy with a special emphasis on environmental issues; the marketing mix chapter is expanded to include reference also to policy and partnerships; the two previous case chapters have been replaced by a case on promoting positive mental health and well-being (a major emerging area in public health). What remains the same is the book's use of examples from a broad range of topics, not just the usual lifestyle risk behaviours, and the synthesis of both previously published and unpublished on-going research projects and interventions.

The book is a blend of the authors' practical commercial marketing know-how, hands-on experience in developing and implementing social marketing campaigns and extensive involvement in formative and evaluative research across a broad variety of health and social policy areas. This book is intended to be useful for anyone involved in social marketing or health promotion, public health interventions, injury prevention or public welfare in general, whether as teachers, students, practitioners or researchers.

Students in particular will benefit from the book's sequencing of earlier chapters dealing with overall principles and the later chapters dealing with specific components of the marketing plan. They will also benefit from the book's evidence-based approach; the continual referral to concrete examples to illustrate concepts, principles and approaches; the use of boxes to elaborate issues or provide succinct examples that might be a little out of the ordinary; the questions and recommended readings at the end of each chapter; and the companion website.

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