



PERIYAR UNIVERSITY

(NAAC 'A' Grade- State University- NIRF Rank 68)

SALEM – 636 011

DEPARTMENT OF SOCIOLOGY

Value Added course: Social Marketing (18SOCC17)

Course mentor: Dr. C. Gobalakrishnan, Dr.T. Sundara Raj, Dr. M. Jeyaseelan, & Dr. P. Sethurajakumar

Introduction:

This course provides an introduction to social marketing. Special attention is given to Features, Need for Social Marketing, Evolution of Social Marketing, and identifying social marketing plan, with emphasis on the creation of personas that represent the theories and models of social marketing. Students will be inculcated the fundamentals of social marketing and social ethics to understand the essentials of social marketing. Extensive consideration is given to monitoring, evaluating, and tuning the implementation of social marketing initiatives. In addition, pupils will be introduced the various agencies of Social Marketing and Corporate Social Responsibility (CSR), along with various career opportunities available in the field of social marketing.

Course outcome: After completion of the course the students will be able to

- CO1: Understand the basic concepts and evolution of social marketing.
- CO2: Demonstrate the Social Marketing Plan, Criteria for Evaluating Segments, Targeting, and basis of segmentation.
- CO3: Categorize the different models and theories of social marketing of social change.
- CO4: Summarize the various agencies involved in social marketing and knowledge on Corporate Social Responsibility (CSR).
- CO5: Locate diverse opportunities in the area of social marketing.

Syllabus:

UNIT I: Introduction to Social Marketing and Its Environment: Definition of Social Marketing, Features, Need for Social Marketing, Evolution of Social Marketing, Social Marketing V/s Commercial Marketing, Challenges of Social Marketing, Social Marketing Unique Value Proposition, Relevance of Social Marketing, Environment in Social Marketing, Components, Impact of Environment on Social Marketing.

UNIT II: Social Marketing Plan, Segmentation, Targeting and Positioning: Social Marketing Plan, Steps in Developing Social Marketing Plan, Importance of Planning, Segmentation, Basis of Segmentation, Criteria for Evaluating Segments, Targeting, Selecting Target Audience for Social Marketing, Positioning and Types of Positioning.

UNIT III: Managing Behaviour for Social Change: Types of Behaviour Objectives, Knowledge Objectives and Belief Objectives, Behaviour Change Models, Theories and Framework: Social Norm Theory, The Diffusion of Innovation Model, The Health Belief Model, The Ecological Model, Theory of Reasoned action and Theory of Planned Behaviour, Social Cognitive Theory/Social Learning.

UNIT IV: Agencies of Social Marketing and Corporate Social Responsibility (CSR): Meaning, NGO, Voluntary Organisation, Third Sector, Status of Voluntary Sector in India, CSR, Meaning, Overview of CSR in India, CSR Impact Evaluation, NPO Sector, Need for Governance in Not for Profit Sector, Ethics in Social Marketing.

UNIT V: Social Marketing – A Sectoral Overview and Careers: Marketing Health, Marketing Education, Marketing Medicare, Marketing Sanitation, Marketing Financial Literacy and Savings, Marketing Digital Literacy, Marketing of Social Issues of Youth, Social Entrepreneurship, Careers in Social Marketing.

Course Duration: 36 Hours