

## Social Marketing



### SCHOOL

IAE School of Management



### CAMPUS

Saint-Serge



### LEVEL

2nd year Master's degree



### OPEN TO EXCHANGE STUDENTS

Yes



### SEMESTER

Fall (S1)

> **Degree course:** International Management and Marketing

> **Teaching unit:** UE 1-6 International Standards

> **Course language:** English

> **Duration (hours):** 16

> **ECTS:** 3

> **Teacher(s):** Pantin-Sohier Gaëlle

#### > **Assessment:**

Continuous assessment

Final exam

#### > **Teaching methods:**

Lecture course 16 hours

Tutorial course hours

Practical work hours

Case study

Project

## COURSE DESCRIPTION

Definition of Social Marketing.  
What is not Social Marketing?  
The Principles of Social Marketing.  
Theoretical backgrounds of Social Marketing.  
10 steps for developing a strategic social marketing plan.

**Teaching methods:** Lecture course and group activities.

**Assessment:** 1.5-hour final exam.

## OBJECTIVES

Students will be able to:

Describe and explain the meaning and nature of social marketing  
Analyse social marketing problems and suggest ways of solving these  
Recognise the range of stakeholders involved in social marketing programmes and their role as target markets  
Explain the theoretical frameworks of social marketing  
Assess the role of branding, social advertising and other communications in achieving behavioural change

## PREREQUISITES

Marketing Mix  
Strategic Marketing

## SELECTIVE BIBLIOGRAPHY

Laure Dykstra, Compétences internationales et savoir être, comment naviguer avec efficacité, AFNOR Editions, 2018

## ADDITIONAL INFORMATION

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Lee, N. R., & Kotler, P. (2019). Social marketing: Behavior change for social good. Sage Publications.

Kotler, P. (2018). Why broadened marketing has enriched marketing. *AMS Review*, 8(1), 20-22.

Lee, N. R. (2020). The future of social marketing: Let's get it in orbit by 2025!. *Social Marketing Quarterly*, 26(1), 3-13