

CHAPTER 1 Understanding Social Marketing

Type: E

1. What was your understanding of what social marketing is before taking this course?

*a. Potential responses include: social media, advertising, behavioral economics, government “nanny states”, social change

Type: E

2. If someone asked you now “What is social marketing?” what would you briefly say?

*a. Influencing behaviors that benefit society as well as the individual, like exercise, recycling, voting, and saving for retirement

Type: E

3. What are the 5 social issues that social marketing has addressed most often to date?

*a. Public Health, Injury Prevention, Environmental Protection, Community Involvement, Financial Well Being

Type: E

4. For each of the 5 issues that social marketing can contribute to, identify a behavior that could be the focus for a social marketing effort.

*a. One should be listed for each of these: Public Health, Injury Prevention, Environmental Protection, Community Involvement, Financial Well Being (See Table 1.2 for 50 examples)

Type: MR

5. In commercial marketing, who are the two primary beneficiaries?

*a. Individuals

*b. Shareholders

c. Society

d. Government

Type: MR

6. Who are the two primary beneficiaries for social marketing efforts?

*a. Individuals

b. Shareholders

*c. Society

d. Government

Type: E

7. What or who do you think should determine if something is “good” for the individual or society?

*a. The sponsoring organization; the consultant/social marketer

Type: E

8. How does social marketing differ from Nonprofit (NGO) Marketing?

*a. Focus is on fund-raising, advocacy, utilization of the organization’s products and services

Type: E

9. How does social marketing differ from Public Sector Marketing?

*a. Primarily used to increase support and utilization of governmental agency products and services and increase compliance

Type: E

10. How does social marketing differ from Education?

*a. The focus is on increasing awareness and understanding versus behavior change

Type: E

11. How does social marketing differ from Behavioral Economics?

*a. A psychological framework that proposed theories on why and when people make irrational choices and then focuses on how changes in the external environment can prompt and promote behavior change

Type: E

12. How does social marketing differ from Nudge?

*a. A framework that proposed that behaviors can be influenced by the way choices are presented in the environment

Type: E

13. How does social marketing differ from Social Change?

*a. Social marketing is one strategy for creating positive change. Others include advocacy, innovation, infrastructures, corporate business practices, increased funding

Type: E

14. How does social marketing differ from Social Media?

*a. Social networking sites such as Facebook, Blogs, YouTube, Twitter

Type: E

15. How does social marketing differ from Communications

*a. This is only one of the interventions social marketers use to change behaviors

Type: E

16. How does social marketing differ from Cause Promotion

*a. Raising awareness, understanding and concern for a social issue, but not focused on behavior change

Type: MR

17. Which of the following are most often the sponsor of a social marketing campaign?

*a. Public sector/Governmental

b. For Profit Corporations

*c. Foundations

*d. Nonprofit Organizations

e. Advertising Agencies

f. Media Outlets

Type: E

18. Why do you think many professionals working on social marketing campaigns do not have the words “social marketing” in their title?

*a. The term is not well known or understood and some have concerns it will be confused with social media and others are concerned it sounds like a “nanny state” activity

Type: E

19. What is an example of an upstream target audience?

*a. Options include: Policymakers, corporations, media, law enforcement, celebrities, school districts, nonprofit organizations

Type: E

20. What is the social marketer's potential role with this target audience?

*a. To advocate with these audiences to remove barriers and increase benefits for behavior change and to help spread the social marketing messages

Type: E

21. What is an example of a midstream target audience?

*a. Family members, friends, neighbors, colleagues, healthcare providers, pharmacists, teachers, librarians, community leaders, church members, checkout clerks at retail stores

Type: E

22. What is the social marketer's potential role with this midstream audience?

*a. Influence these audiences to influence behaviors of target audiences downstream

23. Which one of the following four components is the most fundamental in order for an effort to be considered social marketing?

a. All 4Ps in the toolbox are used.

*b. A clearly defined behavior.

c. A narrowly defined target audience.

d. More than communications are used to influence a behavior.