



Scuola Superiore
Sant'Anna

SOCIAL MARKETING

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Course Description

« Social marketing is a process that applies marketing principles, tools and techniques to create, communicate and deliver value in order to influence target audience behaviors that benefit society (public health, environment...)» (Kotler and Lee, 2008). Coherently with this definition of Social Marketing, the course aims at providing PhD students with a new perspective in using marketing tools and techniques both in research and professional activities. Defining, developing and evaluating policies and actions that create value for individuals, communities and the whole society.

Assignments:

During the course, PhD students will be asked to produce a case study.

Suggested Readings

- Kotler P and Zaltman G (1971), Social Marketing: An Approach to Planned Social Change, Journal of Marketing, Vol. 35(3): pp. 3-12.

- Andreasen AR (1994), Social marketing: Its definition and domain, Journal of public policy & marketing, Vol. 13(1): pp. 108-114.
- [Dibb S](#) and [Carrigan M](#) (2013), Social marketing transformed: Kotler, Polonsky and Hastings reflect on social marketing in a period of social change", European Journal of Marketing, Vol. 47(9): pp.1376-1398
- Dibb S (2014), Up, up and away: social marketing breaks free, Journal of Marketing Management, Vol. (11-12): 1159-1185.
- Carins JE and Rundle-Thiele SR (2014), Eating for the better: a social marketing review (2000-2012), Public Health Nutrition, Vol. 17(7): pp. 1628-1639.

Course Schedule:

	Hours	Date
Lecture 1: Introduction to Social Marketing	4 - 6 pm	May 3rd
Lecture 2: Social Marketing and the behavioral theories	4 - 6 pm	May 9th
Lecture 3: Using Social Marketing for promoting new policies and strategies	4 - 6 pm	May 16th
Lecture 4: Measuring Social Marketing effects	4 - 6 pm	May 23th
Lecture 5: Value creation. Discussion of case studies	4 - 6 pm	June 6th