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| Titolo                  | Social Marketing in Action : Cases from Around the World // edited by Debra Z. Basil, Gonzalo Diaz-Meneses, Michael D. Basil   |
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| Descrizione fisica      | 1 online resource (XXIX, 462 p. 76 illus., 72 illus. in color.)  |
| Collana                 | Springer Texts in Business and Economics, , 2192-4333  |
| Classificazione         | JEL.C2   |
| Disciplina              | 658.8<br>658.8342  |
| Soggetti                | Motivation research (Marketing)<br>Marketing research<br>Management—Study and teaching<br>Consumer Behavior<br>Market Research/Competitive Intelligence<br>Management Education  |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Nota di contenuto       | Part I: Understanding Social Marketing -- Chapter 1 The Big Picture in Social Marketing -- Chapter 2 The Fundamentals of Social Marketing -- Chapter 3 Research and Evaluation in Social Marketing -- Chapter 4 Theory in Social Marketing -- Chapter 5 A Brief History of Social Marketing -- Part II Social Marketing Cases: Social Welfare -- Chapter 6 Fun Ways to Engage with Rail Safety through the Dumb Ways to Die Social Marketing Campaign -- Chapter 7 The Second Life of Food -- Chapter 8 The Bank of Cancer Research -- Chapter 9 VCW of Social Impact in a Developing Country -- Chapter 10 Operation Red Nose -- Chapter 11 Social Marketing for the Reduction of Tax Evasion -- Chapter 12 Worn Wear -- Part III Social Marketing Cases: Health -- Chapter 13 Inculcating the Handwashing Habit through Social Marketing Among Poor Children in India -- Chapter 14 Social Marketing Campaigns for Healthier Eating Habits in France -- Chapter 15 Smile Train India -- Chapter 16 Enhancing Existing Communication Channels for Large-Scale Health Interventions -- Chapter 17 Saving |

Lives through Lifebuoy's "Help a Child Reach 5" Social Marketing Campaign -- Chapter 18 Behavior Change and Nutrition Education for Teenagers -- Chapter 19 Using Social Marketing to Promote Handwashing the Soap for a Healthier Vietnam -- Part IV: Social Marketing Cases: Environment -- Chapter 20 Using Social Marketing to Increase Bicycle Ridership to Major Events in Vancouver, Canada -- Chapter 21 Akureyri on the Verge -- Chapter 22 Vancouver Aquarium and World Wildlife Foundation's Great Canadian Shoreline Cleanup -- Chapter 23 Be the Street You Want to See -- Chapter 24 The Coulee Clean Up -- Chapter 25 Applying Social Marketing to Koala Conservation -- Part V Social Marketing Cases: Education -- Chapter 26 Co-creating a Sea Change Social Marketing Campaign for Ocean Literacy in Europe -- Chapter 27 Enhancing Health by Means of Massive Open Online Courses -- Chapter 28 Use of Social Marketing to Improve Science Teaching in Maharashtra, India 2014-2018 -- Chapter 29 A Case of Co-Created Social Marketing Campaign.

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### Sommario/riassunto

This textbook provides students with real-world social marketing case studies from different countries and regions around the world, taking learners from classroom theory to practice. The primary objective is to clearly portray to students distinct, identifiable steps that are essential for successful social marketing campaigns. Core social marketing practices are applied to each case to help students master social marketing principles and apply them to their own real world social marketing activities in order to affect positive social change. This textbook first provides the tools necessary to understand the effective application of social marketing, and then offers 24 case studies exemplifying effective social marketing efforts from all around the world. Specifically, Part I clearly and concisely explains the principles of social marketing in five chapters: • Upstream vs. downstream social marketing, SWOT, competition • Fundamentals of social marketing, ethics • Formative and Evaluative Research • Theories applied in social marketing • A historical perspective on social marketing Part II features 24 social marketing case studies that demonstrate the application of social marketing principles. All 24 cases follow a consistent structure that includes: • Background • Positioning • SWOT • Research • Objectives • The 4 P's • Target audience • Evaluation • Barriers and benefits • Discussion • Competition This format allows for students and professors to easily and effectively select individual cases and compare between cases. This textbook also allows instructors to encourage critical thinking by having students compare and contrast not only the cases themselves, but the applications used. In addition, teaching guides with answers to discussion questions, suggestions for activities inside and outside of the classroom and further readings are available to assist professors in teaching from this book.

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