Detailed Contents

Foreword xi
Preface xiii
Acknowledgments xiv

SECTION I. WHAT IS SOCIAL MARKETING? 1

1. Social Marketing Basics 3
   - Defining Social Marketing 4
   - What Social Marketing Is Not 4
   - Strengths and Limitations 5

2. Not Just Business as Usual 7
   - Focus on Behavior Change 7
   - Targeting and Segmenting Your Audience 7
   - Researching Your Audience 8
   - Building a Comprehensive Strategy 9
   - Following a Systematic Process 9
   - Developing a Social Marketing Mind-Set 10

3. The Social Marketing Mix 13
   - Product 13
   - Price 16
   - Place 17
   - Promotion 18
   - Publics 19
   - Partnership 20
   - Policy 21
   - Purse Strings 22

4. The Social Marketing Process 23
   - Stages in the Social Marketing Process 23
   - Ethical Considerations in the Social Marketing Process 24

SECTION II. STEP 1: ANALYSIS 27

5. Research in the Social Marketing Process 29
   - Formative Research 29
   - Primary and Secondary Research 30
   - Quantitative and Qualitative Research 31

6. Analysis 33
   - Analyzing the Problem 33
   - Analyzing the Environment 36
   - Analyzing Your Resources 38