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يوم دراسي: التسويق الحديث في المؤسسات الاقتصادية بين الأصول النظرية و التجارب العملية

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المحور الثاني: أنواع ونماذج التسويق الحديث

عنوان المداخلة:

Social Marketing -what it is and what it isn't-

Institute for Social Marketing –model-

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الملخص

يستخدم التسويق الاجتماعي المعارف والتقنيات السائدة في السوق لإعداد الإجراءات التي تساعد على الترويج للعيش الرغيد والجيد لوسط أو بيئة ما في المجتمع. وعندما يتم التحدث عن ذلك، فهذا لا يعني فقط العملاء، فمن المهم الأخذ بعين الاعتبار المجتمع بالكامل، أو على الأقل، جزءا منه.

وإن رائد الأعمال الجيد هو ذلك الشخص الريادي الذي يعلم بالإضافة إلى كيفية تطوير عمله التجاري والحصول على الأرباح، كيفية إحداث تحويل في المجتمع من حوله! فلا يمكن اعتبار علامة تجارية ناجحة جدا إذا لم يتم التفكير في طرائق للعمل بها على تذليل المشكلات الصغيرة الروتينية لمن يمر بها. الكلمات المفتاحية: التسويق، التسويق الاجتماعي، المجتمع، المزيج التسويقي.

Abstract

Social marketing uses market knowledge and techniques to develop procedures that help promote a well-off and well-being of a community or environment. When this is talked about, it means not only customers, it is important to consider the entire community, or at least part of it. A good entrepreneur is that entrepreneur who, in addition to learning how to grow his business and make profits, how to transform society around him! A brand cannot be considered to be very successful if it is not thought of ways to work on it to overcome the small routine problems of those who are going through it.

Keywords: Marketing, Social Marketing, Community, Marketing Mix.

1- Introduction

The goal of social marketing is always to change or maintain how people behave – not what they think or how aware they are about an issue. If your goal is only to increase awareness or knowledge, or change attitudes, you are not doing social marketing.

Social change refers to an alteration in the social order of a society. The base of social change is change in the thought process in humans. It may refer to the notion of social progress or sociocultural evolution, the philosophical idea that society moves forward by dialectical or evolutionary means. It may refer to a paradigmatic change in the socio-economic structure, for instance a shift away from feudalism and towards capitalism.

It is clear that the term *social marketing* is now a well-established part of the marketing vocabulary at universities, government agencies, private nonprofit organizations, and private for-profit firms. However, it is still undergoing the constant improvement that is inherent in any field. This paper seeks to capture the concept that is social marketing and includes examples that which links the central factors of social marketing together with the marketing mix.

2- History of Social Marketing

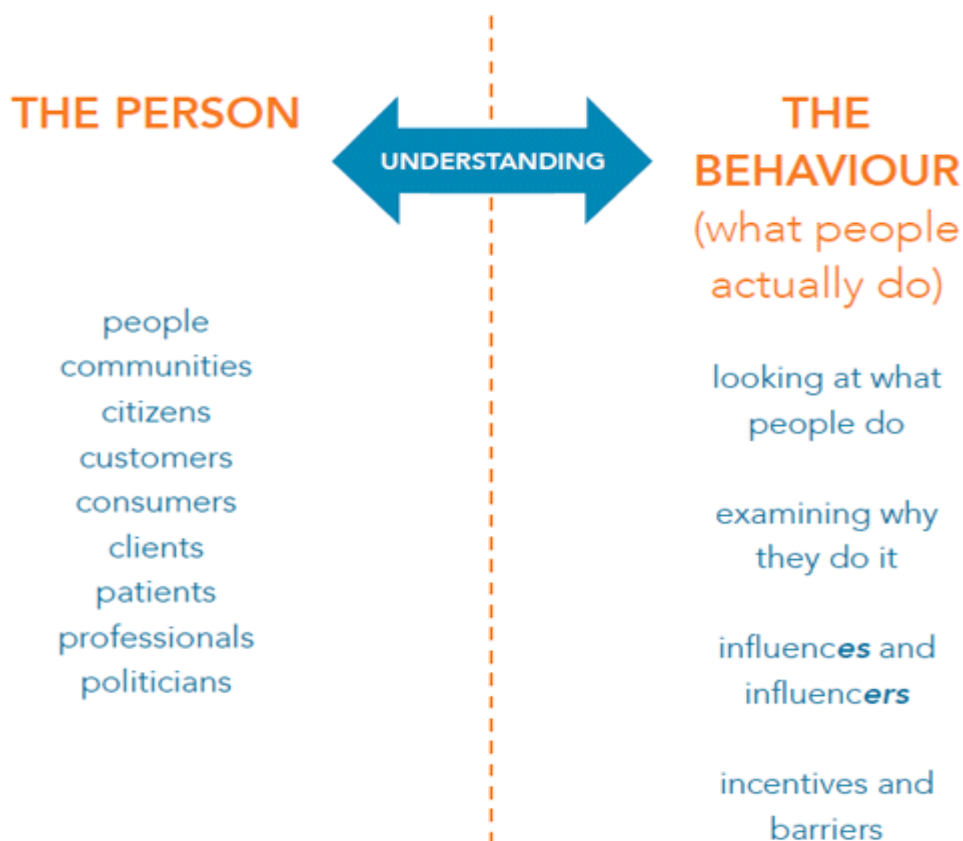
Social marketing was "born" as a discipline in the 1970s, when Philip Kotler and Gerald Zaltman realized that the same marketing principles that were being used to sell products to consumers could be used to "sell" ideas, attitudes and behaviors. Kotler and Andreasen define social marketing as "differing from other areas of marketing only with respect to the objectives of the marketer and his or her organization. Social marketing seeks to influence social behaviors not to benefit the marketer, but to benefit the target audience and the general society." This technique has been used extensively in international health programs, especially for contraceptives and oral rehydration therapy (ORT), and is being used with more frequency in the United States for such diverse topics as drug abuse, heart disease and organ donation.¹

Benefits people and society is the value – perceived or actual – as it is defined by the people who are targeted by a social marketing intervention. It is not what is assumed to benefit them by the organization that is trying to encourage the behavior change.

Social marketing uses a commercial approach but for different outcomes. Below are some of these differences:

Social Marketing	Commercial Marketing
Meets the needs of the priority population	Creates a need for the priority population
Society and consumer profit	Marketer profits more than consumer
Organizations with similar goals cooperate	Businesses with similar goals compete
Campaigns take longer to change behavior	Shorter time needed to sell a product
Consumer involvement and commitment needed	Shorter term commitment and involvement

Social marketing research is usually more thorough than commercial research because facilitating enduring individual and social behavior change is complex.



3- Social Marketing definition

Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good. Social Marketing practice is guided by ethical principles. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programmes that are effective, efficient, equitable and sustainable.²

Social marketing campaigns are those that borrow from commercial marketing techniques for the purpose of social engagement–influencing a target audience to change their social behaviors and to benefit society.³

Whether it's related to the environment, public health, safety, or community development, marketing for good is a methodology for creating change.

There are many approaches to obtaining a societal change through effective social cause marketing, but the central tenant always remains the same: the social good is always the primary focus.

Whether it's trying to convince the public to stop smoking or encouraging men in developing countries to use condoms, the focus is always on the public good first.

Social marketing therefore should not be confused with other similar terms: social media marketing, green or sustainable marketing, and commercial marketing with a social focus.

- Social media marketing is that which uses social media platforms such as Twitter, Facebook, YouTube, and LinkedIn. These are collective groups of web properties that are published primarily by users for the purposes of building online communities. They can be

used to generate publicity for social marketing campaigns, but that is not their primary purpose.

- Sustainable marketing is that which is used by a corporation to demonstrate their corporate social responsibility. Although a commercial company may engage in social marketing—promoting support for public radio, for instance—sustainable marketing for the purposes of promoting their own business does not qualify as social marketing.
- Commercial marketing with a social focus may run the gamut from advertising a new 100 percent recycled plastic water bottle to encouraging people to buy a more fuel efficient car. While these marketing campaigns are promoting eco-friendly products that will certainly have benefits for society, their primary focus is not societal good, it is selling a product.

According to the Institute for Social Marketing, these are the most important social marketing strategies and techniques:⁴

- The ultimate objective of marketing is to influence action and change behavior;
- Action is undertaken whenever target audiences believe that the benefits they receive will be greater than the costs they incur;
- Programs to influence action will be more effective if they are based on an understanding of the target audience's own perceptions of the proposed exchange;
- Target audiences are seldom uniform in their perceptions and/or likely responses to marketing efforts and so should be partitioned into segments;
- Marketing efforts must incorporate all of the “4 Ps,” i.e.:
 - Create an enticing “Product” (i.e., the package of benefits associated with the desired action);
 - Minimize the “Price” the target audience believes it must pay in the exchange;
 - Make the exchange and its opportunities available in “Places” that reach the audience and fit its lifestyles;
 - Promote the exchange opportunity with creativity and through channels and tactics that maximize desired responses;
- Recommended behaviors always have competition which must be understood and addressed;
- The marketplace is constantly changing and so program effects must be regularly monitored and management must be prepared to rapidly alter strategies and tactics.

4- Social marketing four Ps

Like commercial marketing, the primary focus is on the consumer--on learning what people want and need rather than trying to persuade them to buy what we happen to be producing. Marketing talks to the consumer, not about the product. The planning process takes

this consumer focus into account by addressing the elements of the "marketing mix." This refers to decisions about 1) the conception of a Product, 2) Price, 3) distribution (Place), and 4) Promotion. These are often called the "Four Ps" of marketing. Social marketing also adds a few more "P's." which is: ⁵

4-1. Product

The social marketing "product" is not necessarily a physical offering. A continuum of products exists, ranging from tangible, physical products (e.g., condoms), to services (e.g., medical exams), practices (e.g., breastfeeding, ORT or eating a heart-healthy diet) and finally, more intangible ideas (e.g., environmental protection). In order to have a viable product, people must first perceive that they have a genuine problem, and that the product offering is a good solution for that problem. The role of research here is to discover the consumers' perceptions of the problem and the product, and to determine how important they feel it is to take action against the problem.

4-2. Price

"Price" refers to what the consumer must do in order to obtain the social marketing product. This cost may be monetary, or it may instead require the consumer to give up intangibles, such as time or effort, or to risk embarrassment and disapproval. If the costs outweigh the benefits for an individual, the perceived value of the offering will be low and it will be unlikely to be adopted. However, if the benefits are perceived as greater than their costs, chances of trial and adoption of the product is much greater.

In setting the price, particularly for a physical product, such as contraceptives, there are many issues to consider. If the product is priced too low, or provided free of charge, the consumer may perceive it as being low in quality. On the other hand, if the price is too high, some will not be able to afford it. Social marketers must balance these considerations, and often end up charging at least a nominal fee to increase perceptions of quality and to confer a sense of "dignity" to the transaction. These perceptions of costs and benefits can be determined through research, and used in positioning the product.

4-3. Place

"Place" describes the way that the product reaches the consumer. For a tangible product, this refers to the distribution system--including the warehouse, trucks, sales force, retail outlets where it is sold, or places where it is given out for free. For an intangible product, place is less clear-cut, but refers to decisions about the channels through which consumers are reached with information or training. This may include doctors' offices, shopping malls, mass media vehicles or in-home demonstrations. Another element of place is deciding how to ensure accessibility of the offering and quality of the service delivery. By determining the activities and habits of the target audience, as well as their experience and satisfaction with the existing delivery system, researchers can pinpoint the most ideal means of distribution for the offering.

4-4. Promotion

Finally, the last "P" is promotion. Because of its visibility, this element is often mistakenly thought of as comprising the whole of social marketing. However, as can be seen by the previous discussion, it is only one piece. Promotion consists of the integrated use of

advertising, public relations, promotions, media advocacy, personal selling and entertainment vehicles. The focus is on creating and sustaining demand for the product. Public service announcements or paid ads are one way, but there are other methods such as coupons, media events, editorials, "Tupperware"-style parties or in-store displays. Research is crucial to determine the most effective and efficient vehicles to reach the target audience and increase demand. The primary research findings themselves can also be used to gain publicity for the program at media events and in news stories.

5- Additional Social Marketing "P's"⁶

5-1. Publics--Social marketers often have many different audiences that their program has to address in order to be successful. "Publics" refers to both the external and internal groups involved in the program. External publics include the target audience, secondary audiences, policymakers, and gatekeepers, while the internal publics are those who are involved in some way with either approval or implementation of the program.

5-2. Partnership--Social and health issues are often so complex that one agency can't make a dent by itself. You need to team up with other organizations in the community to really be effective. You need to figure out which organizations have similar goals to yours--not necessarily the same goals--and identify ways you can work together.

5-3. Policy--Social marketing programs can do well in motivating individual behavior change, but that is difficult to sustain unless the environment they're in supports that change for the long run. Often, policy change is needed, and media advocacy programs can be an effective complement to a social marketing program.

5-4. Purse Strings--Most organizations that develop social marketing programs operate through funds provided by sources such as foundations, governmental grants or donations. This adds another dimension to the strategy development--namely, where will you get the money to create your program.



6- Social marketing examples

Applying social marketing principles leads to behavior change projects that work, based on real insight into people's lives and motivations:⁷

6-1. Implementation: child car seats

Social marketing enables you to develop products, services and communications that fit people's needs and motivations. Child safety seat usage by Hispanic families in West Dallas was raised from just 19% to over 70% through a programme that properly understood parent's motivations.

6-2. Policy: water rationing

Social marketing helps to ensure policy is based on an understanding of people's lives, making policy goals realistic and achievable. Research into how people used water, and where it was wasted, led to a focus on improving plumbing systems, rather than calling for individual action.

6-3. Strategy: lung disease strategy

Social marketing enables you to target your resources cost-effectively, and select interventions that have the best impact over time. Carefully, mapping out target groups and delivery partners allowed the Department for Health England to plan effective interventions with groups best placed to have an impact on the people most at risk.

6-4. Child car seats in Texas

In West Dallas, Texas, efforts to increase the use of child car seats and safety belts among the Hispanic population kept failing. Just 19 per cent of young Hispanic children were placed in car seats, compared to 62 per cent of children from other groups. This led the Injury Prevention Center of Greater Dallas (IPCGD) to try a new approach.

Research with the target audience revealed insights that enabled the IPCGD to greatly increase their programme's effectiveness. As well as barriers such as lack of language skills to interpret safety information and lack of awareness of the law, they found that mothers had a fatalistic attitude towards road safety. They tended to believe that their children, and therefore their destinies, were 'in God's hands', causing them to not appreciate the importance of child safety seats.

This led the programme developers to ask local priests to bless subsidised car seats before they were distributed to families. Alongside free traffic safety and child safety seat training workshops, community action with mothers and a police woman, and demonstration events, this helped the intervention to achieve impressive results. By 2000 (after just three years), car seat use rose to 72 per cent – outstripping use across the other communities combined by three per cent.

Notably, this approach did not work when the IPCGD applied it to the African American community. It was only effective for the Hispanic community, based on the unique insights from their particular circumstances.⁸

6-5. Water rationing in Jordan

Rationing was already in place before Jordan experienced a serious water shortage between 2000 and 2005. The government proposed laws to raise the price of water in order to reduce demand. They assumed that people were using too much water – but Jordanians already used it more sparingly than most other people in the world.

Research revealed some important insights. People tended to blame the lack of water on neighboring countries, not Jordan's rapidly growing population, industry and tourism. People also did not feel they should pay more for water if the government was not doing its bit – they did not see why they should bear a bigger burden on their already strained finances.

The government's response took all these factors into account. A survey revealed the largest water consumers: mostly public buildings and private clubs, with some private residences. Water audits were conducted and a simple auditing tool was developed, highlighting weaknesses in how the government billed for water and providing information to help improve it.

The audits showed that the high consumption was mainly due to out-of-date, poorly installed plumbing – not to over-use. If £3 aerators were added to faucets, a building's water bill would be reduced by 30 per cent.

The simple message that adding a cheap device to your faucet could save you money was therefore chosen and targeted at all consumers via trained volunteers. This approach had the added advantage of being straightforward to measure and monitor: buildings fitted with aerators should show cost savings of 30 per cent after one year, and sales of the devices should increase.

However, actually installing the devices was rather complicated. In order to keep people on side, the government redeveloped its policy, creating a new national plumbing code. This ensured all new buildings would be built with water conservation in mind. To inform it, a competition was launched to see if consumers could correctly identify their buildings' requirements. Prizes such as computers, as well as colorful, lottery-style cards distributed by community volunteers, got people interested.⁹

This imaginative approach to research and promotion delivered the information needed to develop the new code, and created a positive, engaging 'buzz' around the campaign.

6-6. Tackling lung disease

The Department of Health (DH) in England uses strategic social marketing thinking to tackle lung disease. Also known as chronic obstructive pulmonary disease (COPD), it currently kills over 30,000 people every year. That's a higher death rate than breast and prostate cancer combined – but most people have never heard of it.

The key to early prevention and treatment of lung disease is behavior change among those affected or 'at risk'. The strategy has a two-pronged goal: to reduce people's risk taking

activities and encourage them to take up more health enhancing behaviors; or to recognize and act on the symptoms.

2.7 million people have the disease without knowing it, so the biggest challenge is how to achieve earlier diagnoses. Also, 75 per cent of cases are caused by smoking, a notoriously difficult behavior to shift. Simply raising awareness would not be enough.

DH identified the ‘segments’ or groups of the population who are at risk, using insight and data to establish how best to design interventions for changing, adapting or sustaining individuals’ behavior. This approach ensures that behavior change activities fit tightly defined population segments and local needs.

The strategy’s segmentation model unusually grouped individuals into overlapping segments, based on their life stage, social and environmental factors, job status and social group, and health motivation. These segments are then engaged by the individuals and organizations best placed to do so – depending on whether they have well-established communications channels, provide services to or are ‘trusted’ partners in the eyes of the particular segments.

The programme developed a quick reference risk model to help planners and commissioners understand how a ‘one size fits all’ approach would not work. As individual progresses, along the spectrum of risk, different interventions will be required in order to deliver different changes in behavior.¹⁰

The strategy recognizes that the environment in which lung disease services are provided is complex. Understanding the different ‘drivers’ and motivations for providers and other partner organizations is as important as understanding those of target populations. Consequently, the strategy highlights a range of benefits for partners of early identification, including better patient self management, cost-reduction and efficiency

7- The Institute for Social Marketing-model-

The Institute for Social Marketing (ISM) is the UK’s leading social marketing research centre, bringing over 35 years’ experience to the study and dissemination of social marketing theory and practice. ISM conducts research in three areas:¹¹

- The use of social marketing concepts and theory to understand health behavior and to inform the development and evaluation of behavior change interventions.
- The critical examination of the effects of commercial marketing on health and society.
- The impact of policies to control commercial marketing and to protect public health.

ISM’s work on the effects of tobacco, alcohol and food marketing is internationally recognized and has informed policy and legislation in the UK and worldwide. In 1998 Cancer Research UK provided funding to establish the Centre for Tobacco Control Research within ISM.

ISM is a partner in two major research collaborations:

- The UK Centre for Tobacco and Alcohol Studies (UKCTAS), a network of 13 universities (12 in the UK, one in New Zealand) funded by the UK Clinical Research Collaboration.

UKCTAS aims to deliver and build capacity in high quality tobacco and alcohol research, and its work includes developing strategies for behavior change in tobacco and alcohol use, assessing risks, identifying measures to reduce harm, monitoring the tobacco and alcohol industries, and developing effective public policies to improve public health and wellbeing.

- The Public Health Research Consortium (PHRC), a policy research collaboration funded by the Department of Health Policy Research Programme (DH PRP). It comprises senior researchers from 11 UK institutions in a new integrated programme of research, with the aim of strengthening the evidence base for interventions to improve health, with a strong emphasis on tackling socioeconomic inequalities in health.

Work of ISM

The Institute conducts research in three key areas:

- The development and evaluation of behavior change interventions based on social marketing principles.
- The impact of public policy on health and social welfare
- The impact of commercial marketing on the health and behavior of individuals and of society more generally.

8- The ISM's projects:¹²

8-1. Alcohol:

Exploring the Management of Alcohol Problems in Deep End General Practices in Scotland (2019 - 2020) (*Funded by SHAAP – Scottish Health Action on Alcohol Problems*).

An Exploration of the Characteristics, Perceptions and Experiences of Drink Drivers in England and Scotland (2019 - 2020)(*Funded by PACTS – Parliamentary Advisory Council for Transport Safety*).

Understanding the Role of Alcohol Consumption in Football Cultures (Alcohol FC) (2019-2022) (*Funded by Economic and Social Research Council*).

8-2. Critical Marketing

Tobacco Control: The Marketing of Electronic Cigarettes in the UK: Direct and Indirect Promotion through Traditional, Digital and Social Media (2013) (*Funded by Cancer Research UK.*).

Food: Mapping and Exploring Policy Options to Constrain Non-broadcast Advertising of High Fat, Salt and Sugar Foods to Children (2009-2010) (*Commissioned by the Scottish Government*).

Communications and Mass Media: Mass Media for Public Health (2015-2017)(*Funded by the National Institute for Health Research*)

Scoping and Prioritization of Health Communication Research and Country Capacity Building Activities (2013-2014)(*Commissioned by the World Health Communication Associates*)

The Marketing of Electronic Cigarettes in the UK: Direct and Indirect Promotion through Traditional, Digital and Social Media (2013)(*Funded by Cancer Research UK*)

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9- Conclusion:

A clear, accepted definition will ensure that social marketing is applied where it is appropriate and withheld where it is not. And it will ensure that those carrying out social marketing are not misapplying its basic tenets, in this way we can say that Social marketing—a new marketing tool—can be a great asset if used properly.

The beneficial effects of social marketing for a business can be tremendous, but one must remember that it must be used in the most efficient possible way.

Social marketing allows businesses and web sites to gain popularity over the Internet by using different types of social media available, such as blogs, video and photo sharing sites, social networking sites and social bookmarking web sites.

There are many advantages of social marketing that make it a vital tool to any marketing campaign:

1. Promotes consumption of socially desirable products.

2. Promotes health consciousness in people and helps them adopt a healthier lifestyle.
3. It helps in green marketing initiatives.
4. It helps to eradicate social evils that affect the society and quality of life.
5. Social marketing is one of the cheapest ways of marketing.
6. One of the best advantages of social marketing is that anyone can take advantage of it, even from their own home.

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