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2010-10-12 This book shows students and practitioners how to develop social marketing programs through a simple, sixstep process of strategic planning and design. Nedra Kline Weinreich starts by introducing the concept of social marketing and then walks the reader through each of the six steps of the process: analysis, strategy development, program and communication design, pretesting, implementation, and evaluation and feedback. The Second Edition incorporates developments in marketing practice over the last 10 years and focuses on how to apply the design approach to campaigns to effect behavior change. All organizations can do social marketing, Weinreich insists, if they follow the steps and start to think from a social marketing perspective. This book shows students and practitioners how to

develop social marketing programs through a simple six step process of strategic planning and design

2020-11-27 This book provides muchneeded insight into current social marketing and advertising practices. The authors offer a framework for social marketing, before exploring the mechanics of social media and present marketing strategy. Chapters cover the use of both positive and negative emotions in social marketing and advertising, and explore the ethical challenges associated with the practice in the age of social media. This book provides much needed insight into current social marketing and advertising practices The authors offer a framework for social marketing before exploring the mechanics of social media and present marketing strategy

1996-01-01

1985-01-01 This work includes methods for tailoring health education to the preceptions of the target audience and techniques for uncovering the resistance points insights using mass media to extend the reach and impact of public education efforts