

Contents

Preface xiii

About the Author xvii

About the Contributors xix

1 Introduction to Social Marketing

Seymour H. Fine 1

Background 2

Merchandising the University 4

Proposed: An Expanded Marketing Model 4

The Marketing Plan 5

Implementation: How, by Whom? 9

The Turf Question 10

Summary 10

Note 11

PART ONE THE PUBLIC AND NONPROFIT INDUSTRY

2 The Nature of the Industry

Seymour H. Fine 15

The Social Sector 15

Size of the Concept Sector 17

Public and Nonprofit Agencies Compared 20

P&NPOs Compared with Private Sector Firms 21

Products of Government Agencies 22

Products of Nonprofit Organizations 24

Controversial Issues in the Industry 29

Summary 32

Note 32

3	The INDEPENDENT SECTOR: An American Phenomenon and a Coalition Created to Preserve It	
	<i>John H. Thomas</i>	33
	The Coalition Established to Preserve the Sector	36
	Americans Don't Appreciate, or Even Know, What They've Got	39
	The Meeting Ground and Collective Preservation	40
	Summary	41
	Note	42
4	The Policy Characteristics and Organizational Dynamics of Social Marketing	
	<i>Michael P. Mokwa</i>	43
	The Third Sector and P&NPO Policy Development	44
	P&NPO Marketing	47
	Summary	54
	Notes	54
5	The Public and Nonprofit Sector in The Netherlands	
	<i>Gary J. Bamossy</i>	56
	Background	56
	The Study	59
	Results	60
	Discussion	64
	Summary	66
	Note	67
6	Ethical Issues in Social Marketing	
	<i>Patrick E. Murphy and Paul N. Bloom</i>	68
	Past Research	69
	Theories of Ethics	70
	Generic Ethical Problems for Marketers	72
	Emerging Ethical Concerns	77
	Summary	78

PART TWO SOCIAL MARKETING PROCESSES 79

7 Product Management in Social Marketing

Seymour H. Fine 81

Product Management 81

A Success and a Failure 86

Theories and Models for Marketing Planning 89

Summary 95

8 The Role of Consumer Research

Seymour H. Fine 96

Case Studies 97

Summary 100

9 Pricing Considerations in Social Marketing

Mary L. Joyce and Michael H. Morris 101

Problems in Determining Value within Social Markets 102

The Management of Social Prices 103

Primary and Multiple Segments 106

A Segmentation Approach to Social Pricing 107

Measuring the Effects of Social Price 111

Types of Social Prices 112

Summary 113

10 The Parties to the Process

Seymour H. Fine 114

Meaning of "Place" 114

Importance of the Study of Channels 115

Channel Structure for Concepts 117

Other Channel Member Types 120

The Special Case of Propaganda 125

The Consumer's Place in "Place" 127

Design and Organization of the Channel 130

Summary 131

Note 131

11 Segmenting the Health Care Market*Jagdish N. Sheth* 132

The Importance of Segmentation in Health Care 133

Benefits of Health Care Segmentation 135

Methods of Segmenting the Health Care Market 136

Segmentation Based on Patient Characteristics 136

Marketing Practices 138

Summary 139**12 Advertising in the Social Sector***David L. Rados* 140

A Communications Model 141

Segmentation 142

How Does Advertising Work? 143

Three Theories of Advertising 143

Budgeting 146

Setting Advertising Objectives 146

The Importance of Research 149

Public Service Announcements 151

Summary 153**13 The Starving Baby Appeal***Seymour H. Fine* 154

Alternatives 156

Toward a Model 157

Summary 158*Note* 159**14 Fund-Raising***Seymour H. Fine* 160

Fund-Raising Techniques 160

Unbundling and Establishing Business Ventures 162

Reciprocal Benefits from Social Marketing 167

Summary 172**15 Analyzing Marketing Performance***Charles W. Lamb, Jr., and John L. Crompton* 173

Program Evaluation 174

The Marketing Audit 180

Summary 184

PART THREE APPLICATIONS 185

- 16 The Case of Health Care**
John R. Deats 187
 A Case Study: The Image Development Campaign 189
 The Competition 191
 What Do We Do Next? 192
 Summary 193
- 17 The Case of Planned Parenthood's Campaign against Unintended Teen Pregnancy and Childbearing**
Douglas Gould 195
 Background 195
 Teenage Pregnancy as a National Tragedy 197
 In the Public Eye 197
 Planned Parenthood's Response 199
 The Marketplace of Ideas 199
 Key Audiences 201
 Organizational Conflicts Prompted by the Campaign 209
 Free or Low-Cost Services to Teens 210
 Medical/Legal Protection versus Serving Teens 210
 Advocacy versus Service 211
 Conflict in the Community 211
 The Next Wave 212
 The Sexual Literacy Campaign 213
 Summary 213
- 18 Marketing Self-Help Groups: The Case of a Social and Personal Growth Organization for Singles**
Marvin Berkowitz 215
 Background of Self-Help Groups 216
 Rise of Singles Groups 217
 The Study 218
 Research Findings 219
 Major Strategy Considerations 221
 Market Segmentation 226
 Church Affiliation and Organizational Image 227
 A Changing Social and Competitive Environment 229
 Building Continuity 229
 Summary 231

19	The Marketing of Political Candidates: Current Tactics and Future Strategies	
	<i>Clarke L. Caywood and Gene R. Laczniak</i>	233
	The Economic Dimensions of Political Marketing	234
	Current Applications of Marketing in Political Campaigning	235
	Advertising	236
	Survey Research	237
	Publicity	238
	Focus Groups	239
	Direct Mail	240
	Telemarketing	241
	Sales Promotion	242
	Selected Strategic Areas of Marketing Applicable to Political Campaigning	242
	Promotional Strategy	243
	Improved Marketing Research	244
	Personal Selling and Sales Management	245
	Segmentation and Target Marketing	247
	Thinking Strategically in Political Campaigns	250
	Competitive Analysis	251
	Ethics and the Marketing of Political Candidates	255
	<i>Summary</i>	257
20	Promoting Calgary through the Olympics: The Mega-event as a Strategy for Community Development	
	<i>J. R. Brent Ritchie</i>	258
	Mega-events and Attractions	259
	Understanding the Impact of Mega-events/Attractions	262
	Calgary and the Olympic Winter Games	264
	Mega-events/Attractions as Vehicles for Community Marketing	265
	Measuring the Success of the Marketing Effort	268
	<i>Summary</i>	274
21	Canada Seeks Support for a Cause	
	<i>Stanley J. Shapiro</i>	275
	Canada's Official Development Assistance Program	278
	CIDA's Public Affairs Program	280
	Essentials of a Social Marketing Approach	283
	Does CIDA Use a Social Marketing Approach?	285

Summary 287

Note 288

22 A Generic Social Marketing Plan

Seymour H. Fine 289

A Marketing Plan for the Problem of Food Safety 289

Goal of the Program 290

The Marketer 291

The Purchasers 291

The Product 293

The Price 294

Promotion 294

Place: The Channel of Distribution 296

Probing for Evaluation and Feedback 299

Implementation 299

Summary 300

Note 300

23 Marketing Third World Social Change

Gerson da Cunha 301

Social Change: The Opportunities for Marketing 302

Meeting the Unmet Need 303

Demand: The Lifeblood of Marketing 304

Advertising and Promotion 304

Unreality in the Real World 305

Ignored: The Price-Performance Decision 306

Other Deadly Sins of Bad Planning 307

Distribution and Competition Neglected 308

A Hazy Bottom Line versus a Proven Framework 308

Social Marketing: A Unifying Framework 309

Some Successes 310

Problems of the Future 310

The National Breast-feeding Program: Brazil 311

Summary 321

Appendix

Seymour H. Fine 323

A Broadened Typology of Products 323

The Concept of Social Price 330

Note 338

References 339

Subject Index 353

Author Index 358