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Module 2
Elements Of Social Marketing

By

Belina Capul,
& Others
Module 2
ELEMENTS OF SOCIAL MARKETING

For Discussion Purposes

AMIC WORKSHOP on the Development of Learning Modules on Social Marketing. Public Education for Development.
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I. INTRODUCTION

In this module we will take up the various factors that have a bearing on the success or failure of the social marketing process. A systematic consideration of these factors or elements in planning a social marketing campaign is essential in achieving optimum results in our efforts to bring about social change. In formulating this module we have broadened the meaning and scope of the four marketing elements—products, promotion, price or in the social context, value, and place, and added a fifth dimension—publics or people which is central to the task of realizing social development objectives.
II. OBJECTIVES

Upon the completion of the module, participants should be able to:

1. describe the elements of marketing.
2. demonstrate the application of principles of SM in development programs.
III. ACTIVITIES

1. Reading
2. Lecture - Discussion
3. Role playing, simulation, games and exercises

These will be incorporated into the relevant areas of the content:

a. Audience segmentation in marketing
b. Product identification
c. Cost/benefit analysis of a family planning program
d. Cost/benefit analysis of a family planning program

e. Choosing the appropriate approaches (rational or emotional models and/or depending your choice)

4. Audio-Visual Presentations

Reinforce lecture/discussion activities.
The five elements of social marketing:

A. Publics

1. Definition:

Publics refers to the primary and/or secondary audience of the SM process. In identifying the publics, we should consider their social, cultural, economic, political and physical milieu.

2. Key Concepts

2.1 **Audience Segmentation** refers to the identification of relevant target audience. It consists of dividing a heterogeneous audience or market into a similar, more homogenous submarket or audience groups. Criteria for subdividing the target audience include geographic, demographic, social, economic and behavioristic. Target audience may be primary or secondary. Primary audiences are those whom the SM process seeks to affect directly. Secondary audiences are those whose attitudes, knowledge and practice help shape the relevant behavior of the primary audience, i.e. influentials, decision-makers, policy makers, opinion leaders etc.
2.2 **Popular Participation** is the active and meaningful involvement of the publics in all phases of the SM process pre-planning, planning, implementation and evaluation. They are considered active participants in the SM process and not merely passive recipients of the product. Their problems, needs, interests and aspirations are made integral inputs in the planning of social development programs. Popular participation harnesses people's potentials to enable them to take responsibility for their own development.

2.3 **Influences on Behavior**

Social marketing involves persuasive communication. Any attempts to bring about desired social change should take into account various factors that affect/influence the behavior of the target audiences. These are:

a. **Psychological** - need to belong, for self-esteem, recognition, self-actualization, security, safety etc. (Maslow's Hierarchy of Needs)

b. **Social-cultural** - customs, traditions, values, systems, beliefs, etc.
c. **Political** — laws and government policies, political affiliations, power structure, peace and order conditions.

d. **Economic** — income levels, job opportunities, local industries or the lack of them, work habits.

e. **Physical** — geography and topography, climate, infrastructure and basic utilities, access to media and basic public and private services.

B. **PRODUCT**

1. **Definition**

   Product refers to **tangible/intangible/both** which includes goods, services, ideas, habits, attitudes, informations, social causes and ideas which may be tangible or intangible and which provide immediate and/or long term benefits.

2. **Key Concepts**

   2.1 **Product Attributes**

   - * can be observed — perceivable by the 5 senses.
   - * can be tested — can (tried on small scale) * adopt * if not * satisfy *
   - * compatible with culture of T.A.
   - * has relative advantage over other goods or services number of *
   - * reliable — functional, does not fail, it should be available, credible, available, perceptible, product itself as well as of the support services needed
   - * ethically acceptable
2.2 Product Decision

Product-related decisions include:

a. Product development

The selection or development of a product that is appropriate to the needs of the audience and to the project environment. Appropriateness of a product is measured in terms of types, quality, cost and assessment of means required to distribute it, (including transportation, handling, storage, sales) and whether these requirements can be met at a reasonable cost within the local environment.

b. Product Packaging

The total design and presentation in order to create a favorable image which enhances its appeal and value to the public, taking into account ethical considerations and the sensibilities of the public. It requires knowledge of how motivation affects behavior, what attitudes are, and how to influence them, and the nature of the decision-making processes in which an individual engages when confronted with the decision to purchase a new product or adopt a new behavior.
c. Product Positioning

The process of manipulating attributes in order to make it appeal to the target consumer. Positioning is an important element of marketing strategy. Product position can be thought of as a combination of the price, style and quality attributes that determine how a product of its kind is perceived relative to others. These attributes interact with psychological and social variables specific to consumers to produce a total impression of the product.

C. PROMOTION

1. Definition:

Promotion refers to the process of bringing the product to the public through selected persuasive communication strategies and tools.

2. Key Concepts

2.1. Strategies in promoting a product include:

a. Rational Learning Model

This is based on the assumption that man puts reason above emotion and takes time to examine the features of the product and its effects on him before making a decision to adopt or reject it.
Models:

AKAP - awareness, knowledge, attitudes, practice

AIDA - attention, interest, desire, action

AIETA - awareness, interest, evaluation, trial adoption

b. Emotional Propaganda Model

This is based on the assumption that decision making, including idea adoption, rests more importantly on emotional phenomena, perception, values, attitudes, group influence and personality than on reason.

Propaganda Devices:

* bandwagon, *sloganeering, *testimonials,
* name calling
* lazy organism
* advocacy using emotional appeal

c. Compliance Model

This is based on the assumption that the social marketer has the power to impose sanctions on the target audience for non-acceptance of the product.

2.2 Communication Tools

a. Interpersonal

1. Approaches

* formal and home visits
* methods and results demonstrations
* trainings/seminars/conferences
2. **Channels**
   * change agents
   * community organization
   * community network
   * contract leaders
   * opinion leaders

b. **Mass Media**

1. **Print**
   a. **Periodicals**
      * newspapers, *house organs
      * magazines
      * comics
      * journals
   b. **Publications**
      * leaflets
      * flyers
      * brochure
      * posters

2. **Audio**
   a. **Radio**
      * school on the air
      * jingles
      * spots
      * plugs
      * documentary
   b. **Audio Cassettes**
   c. **Public address system**
3. Visual
   * posters * photo exhibits * flip charts * charts * bill boards * streamers * exhibits * models

4. Audio Visual
   a. TV, film, video cassettes
   * documentary * jingles * spots/plugs
   * magazines * features * talk shows
   * drama * sitcoms * musical

5. Field Ads
   * bill boards
   * streamers
   * balloons

6. Promotional materials
   * t-shirts
   * caps
   * pens
   * buttons
   * pencils
   * ballpens, etc.

7. Folk Media
   * community theatre
   * puppetry
   * zarzuelas
D. PLACE

1. Definition
   Place refers to point of purchase where the publics/target audiences may obtain the prescribed information, product, or service (i.e. distribution tents, sari-sari stores, response stations, etc.)

2. Key Concepts
   2.1 Accessibility
      Points of purchase should be situated such that they are easily reached by the public.

   2.2 Acceptability
      In selecting the point of purchase, socio-cultural factors should be considered.

   2.3 Availability
      Point of purchase should make the right product available to the public at the right time and in the quantity.

E. VALUE (Price)

1. Definition
   This refers to the cost (time, money, resource) of producing the product on the part of the marketers, and of adopting it on the part of the public, as well as the benefits that may be derived from it. This value increases when the public becomes better informed of the products potential benefits and when it becomes better accessible to the public.
A measure of the value of a tangible product is the price placed on it in the market. Its value, however, in the social development context goes beyond price and includes its benefits to the community in terms of social change.

2. Key Concepts

2.1 Affordability

The price of the product must be within the income level of the public. This concept also includes the ability of the public to assume the non-monetary cost such as time, effort, and potential risks and trade-offs.

2.2 Return on Investment

Social marketing is not profit-oriented. However, the return on investment may be measured by the social benefits derived by the public.

2.3 Use of Indigenous Resources

We should encourage the use of locally available resources - human as well as materials - thus increasing the value of the product and promotes popular participation thus contributing to a sense of "communityness."
V. EVALUATION

The module shall be evaluated in terms of the following:

1. Course Objectives
   a. Learning level of the participants
      - knowledge acquired (pre & post test)
      - skills gained (rating system)

2. Participants' reactions to the module
   - content comprehensiveness
   - presentation (logic, simplicity)
   - speakers/facilitators
   - physical arrangement
   - materials
   - schedule
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