

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD  
(Department of Business Administration)**

**SOCIAL MARKETING (5012)**

**CHECKLIST**

**SEMESTER: SPRING, 2024**

This packet comprises the following material:

1. Textbook
2. Course Outline
3. Assignment No. 1 & 2
4. Assignment Forms ( 2 sets )

If you find anything missing from the above mentioned material, please contact at the address given below:

Director  
Admission & Mailing  
Allama Iqbal Open University  
Sector H-8, Islamabad

**Dr. Ali Haider**  
Course Coordinator

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**  
**(Department of Business Administration)**

**WARNING**

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM THE AWARD OF DEGREE/CERTIFICATE IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENT(S) BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN THE "AIOU PLAGIARISM POLICY".**

**Course: Social Marketing (5012)**

**Semester: Spring, 2024**

**Level: M.Sc. (Administrative Sciences)**

**Please read the following instructions for writing your assignments.**

**(AD, BS, BEd, MA/MSc, MEd) (ODL Mode)**

1. All questions are compulsory and carry equal marks but within a question, the marks are distributed according to its requirements.
2. Read the question carefully and then answer it according to the requirements of the question.
3. Avoid irrelevant discussion/information and reproducing from books, study guide or allied material.
4. Hand written scanned assignments are not acceptable.
5. Upload you typed (in Word or PDF format) assignments on or before the due date.
6. Your own analysis and synthesis will be appreciated.
7. Late assignments can't be uploaded at LMS.
8. The students who attempt their assignments in Urdu/Arabic may upload a scanned copy of their hand written assignments (in PDF format) on University LMS. The size of the file should not exceed 5 MB.

**Total Marks: 100**

**Pass Marks: 50**

**ASSIGNMENT No. 1**

**(Units: 1-5)**

- Q.1 With reference to Pakistani society discuss the role of social marketing and its effects on urban and rural society. **(20)**
- Q.2 How does social marketing differ from nonprofit and public sector marketing? **(20)**
- Q.3 Planning is required in every business sector. Discuss the importance of strategic planning in social marketing. **(20)**
- Q.4 Research in consumer goods marketing helps marketers to explore their target market, in social marketing what and how it does help? **(20)**
- Q.5 Write a short note on how positioning relates to branding? **(20)**

## **ASSIGNMENT No. 2**

**Total Marks: 100**

This assignment is a research-oriented activity. You are required to visit any business/commercial organization and write a paper of about 10 pages on the topic allotted to you. You are required to prepare two copies of Assignment No. 2. Submit one copy to your tutor/teacher for evaluation and the second copy for presentation in the workshop in the presence of your resource persons and classmates, which will be held at the end of the semester prior to the final examination. Students studying at the approved study centers of AIOU are required to present the same at their study centers.

### **Topics:**

1. Social Marketing Vs Commercial Sector Marketing
2. Strategic Marketing Planning
3. Analyzing the Social Marketing Environment
4. Research Plan
5. Market Segmentation
6. Social Marketing Strategies
7. Branding
8. Social Marketing Products
9. Social Marketing Objectives & Goals
10. Social Marketing and Social Issues

### **Guidelines for the submission of assignments:**

You are required to prepare three copies of 2<sup>nd</sup> assignment. Submit one copy to your tutor/teacher for evaluation and the second copy for presentations in the workshop in the presence of resource persons and classmates, which will be held at the end of the semester prior to the final examination. Students studying at the approved study centers of AIOU are required to present the same at their study centers. You are also required to select one of the above topics according to the last digit of your Roll Number for example, if your roll number is L-342718 then you will select topic # 8 (the last digit).

## **Social Marketing (5012)**

### **Course Outline**

**Block 1: Understanding Social marketing**

- Defining Social Marketing
- Where did the Concept Originate?
- How does Social Marketing Differ from Commercial Sector Marketing?
- How is it different from Nonprofit marketing, Public Sector marketing and Cause Promotions?
- Who does Social Marketing?
- What Social Issues Can Benefit from Social Marketing?
- What are other Ways to Impact Social Issues?
- What is the Social Marketer's Role in Influencing Upstream Factors?

**Block 2: Strategic Marketing Planning Process**

- Steps in the Strategic Marketing Planning Process
- Marketing Planning: Process and Influences
- Steps to Develop A Social Marketing Plan
- Why is a Systematic, Sequential Planning Process Important?
- Where does marketing Research Fit in the Planning Process?
- Marketing Dialogue

**Block 3: Success Marketing**

- Discovering Keys to Success Marketing
- Principles for Success
- Analyzing the Social Marketing Environment

**Block 4: Research Needs and Options**

- Determining Research Needs and Options
- Major Research Terminology
- When Research is used in the Planning Process
- Steps in Developing a Research Plan

**Block 5: Establishing Target Audiences Objectives and Goals**

- Mapping the Internal and External Environments
- Selecting Target Markets
- Steps Involved in Selecting Target Markets
- Variables Used to Segment Markets
- Criteria for Evaluating Segments
- How Target Markets are Selected
- What Approach should be Chosen

**Block 6: Setting Objectives and Goals**

- Setting Objectives and Goals
- The Nature of Social Marketing Goals
- Campaign Evaluation Research
- Behavior Risk Factor Surveillance System (BRFSS)

**Block 7: Understanding of the Target Market and the Competition**

- Deepening your Understanding of the Target Market and the Competition
- Identify Target Market Barriers, Benefits, and Competition
- What more do you need to know about the Target Market?
- How do you learn more from and about the Target Market?
- How will this help develop your Strategy?
- Potential Revision of Target Markets

**Block 8: Developing Social Marketing Strategies**

- Creating a Desired Positioning
- Positioning Defined
- Developing a Positioning Statement for Social Marketing Products
- Behavior-Focused Positioning
- Barriers-Focused Positioning
- Benefit-Focused Positioning
- Competition-Focused Positioning
- Repositioning-Focused
- How Positioning Relates to Branding

**Block 9: Creating Product Platform**

- Product: Creating a Product Platform
- Developing the Social Marketing Product Platform
- Branding Research
- Determining Monetary & Nonmonetary Incentives

**Text Books and Readings**

1. Social Marketing Influencing Behaviors for Good, Philip Kotler (Author), Nancy R. Lee (Author), latest edition.
2. Social Media Marketing: A Strategic Approach by Melissa Barker, Donald I. Barker, Publisher: Cengage Learning, latest edition.