










Included in the *Starter for 10*

<p><b>1. Definitions</b> (Presentation)</p> 	<ul style="list-style-type: none"> <li>• Academic development of the definition of social marketing</li> <li>• Critical evaluation of key elements in various definitions</li> <li>• Key principles of social marketing</li> <li>• Some misconceptions about social marketing</li> </ul>
<p><b>2. Social marketing: the basics</b> (Presentation)</p> 	<ul style="list-style-type: none"> <li>• Basic concepts of social marketing</li> <li>• Difference between social marketing and several other forms of behaviour and social change</li> <li>• Five of the most basic concepts underlying social marketing:             <ul style="list-style-type: none"> <li>- Exchange</li> <li>- Segmentation</li> <li>- Competition</li> <li>- The 4Ps</li> <li>- Customer orientation</li> </ul> </li> </ul>
<p><b>3. The 4Ps</b> (Presentation)</p> 	<ul style="list-style-type: none"> <li>• Importance of the 4Ps in social marketing</li> <li>• How the 4Ps translates within a social marketing context</li> <li>• Some of the debates surrounding the use of the 4Ps in social marketing</li> </ul>

<p><b>4. Issues in social marketing</b> (Presentation)</p> 	<ul style="list-style-type: none"> <li>Some of the most common and important theoretical, practical and ethical challenges faced by social marketing professionals</li> </ul>
<p><b>5. Case example 1</b> (Presentation)</p> 	<ul style="list-style-type: none"> <li>Applying the social marketing National Benchmark Criteria to <i>Road Crew</i></li> </ul>
<p><b>6. Case example 2</b> (Presentation)</p> 	<ul style="list-style-type: none"> <li>Applying the social marketing National Benchmark Criteria to <i>Snack Right</i></li> </ul>

<p><b>7. Road safety debate</b> (Handout)</p> 	<ul style="list-style-type: none"> <li>• Debate on new seatbelt advertisement (taken from Social Marketing Institute ListServ)</li> </ul>
<p><b>8. Assignments</b> (Handout)</p> 	<ul style="list-style-type: none"> <li>• Ten short answer questions</li> <li>• Five essay questions</li> <li>• Two case-study based group assignments</li> <li>• Five classroom exercises</li> </ul>
<p><b>9. Resources</b> (Handout)</p> 	<ul style="list-style-type: none"> <li>• Books, publications and web-based resources</li> </ul>

The Starter for 10 is available to purchase as a memory stick or full pack.

### 1. Memory stick

Includes:

- All materials in electronic format

Price:

- £15 (includes postage and packaging within the UK)

### 2. Full pack

Includes:

- Hard copy binder with all materials (including tutors' notes for presentations) printed in full colour, with dividers
- Memory stick, with all materials in electronic format

Price:

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