**MID TERM ASSIGNMENT**

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**SUBJECT: SOCIAL MARKETING**

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**Q1: Discuss what are the main areas of differences between the commercial & social marketing practices? What do you think are the similarities between the both?**

It's hard to tell now and again in light of the fact that social marketers utilize a large number of indistinguishable tools from commercial marketers. Be that as it may, social marketing is a naturally extraordinary order and should be drawn nearer in a one of a kind way. So what basically is social marketing and commercial marketing?

Well, Social marketing is a methodology used to create exercises planned for changing or keeping up individuals' behavior to assist people and society all in all. Consolidating thoughts from commercial marketing and the social sciences, social marketing is a demonstrated tool for affecting conduct in an economical and sustainable way. And Commercial marketing is pitching goods to enterprises and people. The objective of commercial marketing is to build up a connection between the customer and the product. This is accomplished by making a brand personality with which the purchaser can relate. So how do these both differs from each other? And what are similarities between both of them? So as it is mention in the question, first we will discuss some differences between both of them and then some similarities.

**Differences**

There are some differences between the social marketing and commercial marketing. Each of them are compared side by side in a table in order to be more specific and easily understandable. Table is given on the next page.

|  |  |  |
| --- | --- | --- |
| Perks | Commercial marketing  | Social marketing |
| Objective/goal | Essential goal in commercial marketing is to satisfy client by selling items to them and satisfying their needs and earn profit or benefit. | The primary goal or objective of social marketing is to benefit society in terms of social gain or trust. |
| product | Selling of tangible goods and services to the customer  | Selling of desired behavior for the customer  |
| focus | Focus on the required services and physicals products | Focus on changing the behavior of the target audience |
| marketing tools  | Here tools are utilized for selling the product to the customer  | Here tools are utilized for changing the behaviors of the clients  |
| satifying needs | Here the marketers aims for satisfying the individual needs  | Here the marketers aims for satisfying the society needs |

**Table 1.1: Differences between social marketing and commercial marketing**

Now we’ll look at some similarities between the commercial marketing and social marketing.

**SIMILARITIES**

Despite these differences mentioned in the table 1.1 above, here are a few similarities between the social marketing and commercial marketing

**A customer’s introduction is must.**

The marketer understands that the offer ought to address the proposed group, dealing with an issue they have satisfied a need or want

**Exchange theory is essential**

The intended group musts see focal points which are to be equal to or outperform the clear cost they take up while with playing from the lead.

**Market research is utilized throughout the procedure**

Just by examining and appreciating the specific needs, longings, feelings, and attitude of target adopters can the promote successful frameworks

**Audience are segmented / divided**

Methodologies must be modified to the exceptional needs, wants, resources, and current lead of differentiating business division sections

**Results are measured and used for improvements**

Feedback is regarded and seen as free insight on the most ideal approach to improve next time

**Target market is selected**

Just like the audience is segmented, same as that the target market is selected so the customers are served according their market needs

**All 4ps are considered**

In both social and commercial marketing, the 4ps are must and they are the marketing mix which contains product, price, place and promotion

So these the similarities between Social marketing and commercial marketing.

**Q2: Discuss in detail the 4 different common themes being developed for social marketing practices. Please quote relevant examples**

Social marketing is all about social behavior of our society. In social marketing there about 4 themes to discuss about because these are the main steps to follow through if we want to be a social marketer and have to serve a company which follows the social marketing. These are how we influence human behavior, how we utilize systematic planning process that applies marketing principles and techniques, focus on the priority target audience segment and last is to deliver a positive benefit to the society. Now we will discuss each of these themes in detail.

**Influencing Behaviors.**

The objective of the social marketing is to successfully influence desired behaviors. We typically want to influence audience to try to one amongst four things:

1. Accept a replacement behavior (e.g., composting food -waste)
2. Reject a potentially undesirable behavior (e.g., starting smoking), which is why we refer more often to behavior influence than behavior change.
3. Modify a current behavior (e.g., increase physical activity from three to 5 days of the week or decrease the amount of fat grams consumed)
4. Abandon an old undesirable behavior (e.g., talking on a mobile phone while driving).

It may be the encouragement of a one-time behavior (e.g., installing a low-flow showerhead) or the establishment of habit and therefore the prompting of a repeated behavior (e.g., taking a Five-minute shower). More recently, Alan Andresen suggested a fifth arena. during which we would like to influence people to continue a desired behavior (e.g., giving blood on an annual basis), and a sixth, during which we would like people to modify a behavior (e.g., take the steps rather than the elevators) Although benchmarks could also be established for increasing knowledge and skills through education and efforts might have to be made to change existing beliefs, attitudes, or feelings, the underside line for the social marketer is whether or not the audience adopts the behavior. For instance, a particular behavior that drug abuse coalitions want to influence is women's consumption of alcohol during pregnancy. They recognize that it is important to tell the women that drinking alcohol can cause birth defects and it cause harm to their baby as well. In the end, however, their measure of success is weather the expectant mother abstains from drinking.
Perhaps the foremost challenging aspect of social marketing (also its greatest contribution) is that it relies heavily on "rewarding good behaviors" instead of "punishing bad ones" through legal, economic, or coercive styles of influence. And in many cases. Social marketers cannot promise an immediate benefit or immediate payback reciprocally for adopting the proposed behavior. Consider, for instance, the task of influencing gardeners to drag their dandelions rather than using harmful chemicals. It's tough to indicate the healthier fish their actions helped to support. And it's tough to convince youth who want to seem good to us sunscreen so that they will (maybe) avoid carcinoma later in life. this is often why a scientific, rigorous, and strategic planning process is required, one that's inspired by the needs, needs, and preferences of target audiences and focuses on real, deliverable, and near-term benefits. Keep in mind, that however, several believe that this heavy reliance on individual voluntary behavior and change is outdated and have moved on to applying social marketing techniques to influence other change factors within the environment

 **Utilizing a systematic planning process that applies marketing principles and techniques.** AMA defines marketing as “the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offering” that have value for purchasers, clients, partners, and society at large. The foremost principle underlying this approach is application of a customer orientation to grasp barriers target audiences perceive to adopting the specified behavior and benefits they need and believe they'll realize. The method begins with an environmental scan to ascertain a purpose and focus for the plan. A situation analysis (SWOT) helps identify & organizational strengths the plan can maximize and weaknesses to attenuate, additionally as environmental opportunities’ to require advantage of and threats to arrange for. Marketers then select target they'll best affect and satisfy. We establish clear behavior objectives and goals that the plan are developed to realize. Formative research is conducted to spot audience barriers, benefits, and therefore the competition. This inspires the positioning of the offer one that may appeal to the desires of the audience, and therefore the game requires that we try this more effectively than the competition. We then consider the necessity for every of the most important intervention tools within the marketer’s toolbox, the "4Ps," to influence target audiences: Product, Price, Place, and Promotion, also named because the marketing mix. An evolution methodology is established, resulting in a budget and implementation plan. Once an inspiration is implemented, ideally first with a pilot, results are monitored and evaluated, and methods are altered.

**Focus on the target audience segment**

Marketers know that the marketplace could be a rich collage of diverse populations, each having a definite set of necessities and wishes. we all know that what appeals to at least one individual might not appeal to a different and thus divide the market into similar groups (market segments), measure the relative potential of every segment to fulfill organizational and marketing objectives, so choose one or more segments (target audiences) on which to concentrate our efforts and resources. For every target, a definite mixture of the 4Ps is developed. One designed to uniquely appeal to the segment's barriers, benefits, and also the competition.

**Delivering a positive benefit for the society.**

Unlike commercial marketing, within which the first intended beneficiary is that the corporate shareholder, the primacy beneficiary of the social marketing program is society. The question many poses and ask about is, that who decides whether this social change which is created by the program is beneficial? Although most causes supported by social marketing efforts tend to draw high consensus that the cause is sweet, this model may also be employed by organizations who have the alternative view of what's good. Abortion is an example of a problem where each side argue that they're on the "good" side, and both use social marketing techniques to influence public behavior.

**Q3a: Discuss why it is so hard to change the behavior of the social members? If you are given a role of a social marketer which social behavior of the social members would you like to change? How & why you would wish to do so?**

Changing the behavior of a social member might be a self-engineering challenge with few equals. Here we are talking about long-term, sustained change, not short-run bursts that sputter out before real change happens. We don’t know whether this change has to do something with diet, exercise, habits, dependencies, or the remainder, and changing behavior is one in all the toughest things any folks will ever try to do. This is a well-researched topic, and quite lot is known about why sustained change is tremendously difficult. Here are eight of the primary reasons:

1. People are motivated by negativity (negative emotions triggers them is such way that they think what are ever they do is wrong)
2. People get trapped over by thinking fallacies (Thinking is a major situation where they get trapped in a no win situations and it changes their momentum to change)
3. People try to eat the entire elephant(behavior change is quite a big thing because its not possible to change everything at once. Behavior change are those measures that engaged over time and emerges in increasing change)
4. People always neglect by the toolbox (these are the diet plans which needs change)
5. They are underestimating the process (changing behavior is not a single thing, it consists of a connection with different thing which doesn’t happen without a technique which is a sum of all of the pieces)
6. They don’t remember that failure is mostly a given( failure is a part of life and it reveals that something deserve their attention and energy)
7. People try to change too much( here they don’t try to stick with changing a single behavior, rather they try try changing multiple behavior all at once which send them into a failure)
8. And last but not least, people don’t make commitments (if they want to accomplish something then they’ll have make a commitment in order to accomplish it)

And if I was given a role of a social marketer and I had to change a behavior of social member so that would to stop him from thinking negativity about people. Because now a days I see many people including my friends who always think bad about someone and this type of behavior is really a bad behavior because this can adopted by other people.

**Q3b: Write short notes on the following:**

1. **Corporate social responsibility**

Corporate social responsibility (CSR) is an automatic plan of action that enables an organization to be socially responsible—to itself, its partners, and general society. By rehearsing corporate social responsibility, additionally called corporate citizenship, organizations can be aware of the sort of effect they are having on all parts of society, including financial, social, and environmental. To take part in CSR implies that, in the conventional course of business, an organization is working in manners that improve society and the environment, rather than contributing adversely to them.

Corporate social responsibility is an expansive idea that can take numerous structures relying upon the organization and industry. Through CSR projects, philanthropy, and volunteer endeavors, organizations can make benefit for the society while boosting their brands. As significant as CSR is for the network, it is similarly important for an organization. CSR exercises can help fashion a more grounded bond among workers and partnerships, support assurance, and help the both representatives and boss feel progressively associated with their general surroundings. For an organization to be socially mindful, it first should be responsible to itself and its investors. Regularly, organizations that receive CSR programs have developed their business to where they can offer back to society. Along these lines, CSR is essentially a methodology of enormous organizations. Additionally, the more noticeable and fruitful an enterprise is, the greater responsibility it needs to set gauges of moral conduct for its companions, rivalry, and industry. Example of this can be TOMS crucial to give a pair of shoes for each pair they sell and has brought about the gift of more than 60 million pairs of shoes to people and specially children in need. The profit gained are utilized to help the outwardly impaired by giving remedy glasses and clinical medications, provide 'safe' drinking water and assemble organizations in creating nations to make employments. They are likewise solid enemy of harassing supporters and work with a few non-administrative associations and not-for-profits to set instances of moral conduct.

1. **Cause related marketing**

Cause marketing, likewise called cause-related marketing, alludes to two related, yet somewhat various types of marketing. The principal includes a shared exertion between a revenue driven brand and a non-benefit association for common advantage. The term can likewise be utilized in an increasingly broad sense to allude to marketing programs by revenue driven brands based around a social or admirable mission.

So by what method would it be a good idea for you to move toward cause marketing? It can come in various structures and will appear to be unique in various businesses, and for various brands. There are some basic focuses, nonetheless, that ought to be considered for an effective organization or campaign.

* **Pick something you trust in**
* **Locate a related cause**
* **Don't simply contribute cash**
* **Team up with the non-benefit**

Example can be of pampers and UNICEF. This is a cause related marketing on a global scale since 2003, 300 million tetanus vaccines have been funded through the Pampers and UNICEF partnership. Its success lies in the simple, yet life-saving, message of 1 pack = 1 vaccine.

1. **Societal Marketing**

An advancement of the marketing ideas is right now occurring. Because of a mix of customer's desires, expanded media consideration, customer campaign gatherings and some administration enactment and industry self-guideline – there has been a move by organizations to be progressively circumspect how their activities and items sway society in general. Along these lines, the societal marketing idea is an augmentation of the marketing idea by including a third component of society. Organizations who practice the societal marketing idea would look to build up their systems, adjust their strategic policies, and consider their item run and vital accomplices in light of the effect as well as advantage this would have on the more extensive society and the networks wherein it works.

There are 3 considerations which a company should look follow to adopt societal marketing

**Society (Human Welfare):** Organizations must ensure the items, administrations, activities, investments, innovations server’s society first.

**Customers (Fulfillment):** Items and administrations ought to be fulfilling the shopper's needs.

**Organization (Benefits):** Building long haul client connections, being socially mindful, and giving good items are critical to benefit making and wealth amplification.

The following are the examples of the companies that follow the concept of the societal marketing:

* **The Body Shop** is a British makeup & cosmetics, skin care and Fragrance Company that wins human and civil rights as well as animal and environmental issues.
* **AVON**, another beauty and cosmetics company, has raised millions of dollars for the National Breast Cancer Foundation through the sale of pink ribbons
* **Coca-Cola** made a larger point about cultural harmony when it released an ad depicting people of different ethnicities singing "America Is Beautiful."
* **Kia** made headlines when it convinced Melissa McCarthy to play an environmentalist who is hell-bent on saving a tree, a whale and a rhinoceros all on her way to promoting a new hybrid crossover.
* **Budweiser** got people talking in 2017 with a one-minute Super Bowl ad that told the story of the company’s German co-founder, Adolphus Busch.