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**COURSE TITTLE SOCIAL MARKETING**

**Question 1**

**Answer**   
social marketing is more difficult than commercial marketing. The main difference is as followed:-

1. Product: - selling good and service, selling favorable behavior.
2. Primary objectives: - In commercial is too fulfill customer by selling product to them and satisfying their need and earn profit. The primary objective of social marketing is to provide benefit in term of social gain.
3. Focus: - focus on main products and services. Focus on to guide target audience and change the behavior.
4. Marketing Tools: - these are use for selling products. These tools also work for changing behavior.
5. Satisfying Needs: - In commercial marketing, the marketer need to satisfy an individual. while in social marketing, marketer satisfy society needs.

Similarities between social marketing and commercial marketing is as followed

1. A customer’s aim is critical and analytic.
2. Exchange studies which are basic or fundamental.
3. The research of market is widely throughout the process.
4. Audience is segmented.
5. There is a proper market which is targeted or selected.
6. Marketing mix is used or considered importantly
7. Result is always evaluated for the sake of improvement.

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**Question 2**

**Answer:-**

4 common themes of social marketing are as followed: -

**Influencing** **Behavior**: - while introducing social marketing and its importance for public agencies

Or to approach the use of marketing there are basic technique to influence behaviors that are beneficial for individual or a society. it is a proven method that influencing behaviors not only improve the public health but also protect the environment. Fundamental principles are used as a key to success. We focus on changing behavior for sake of increased of awareness. Audience is selected as a priority target. We consider our marketing mix in a marketer to influence these behavior: that are product, price , place and promotions

**for example**



**Utilizing a systematic Planning Process:-**

Marking is the activity or process for communicating or delivering and also exchanging options that have vital value for client, partner and society. The most important approach is application of customer to understand the target audiences or adopt the desire behaviors and benefits they can realize.

The main Example of this type is The American Marketing Association which talk on Social Issue of marketing And purpose and Also focuses on every specific plan.

**Focusing Target Audience Segments: -**

A marketer is on its best when he knows the market place is collage of diverse population having different wants and needs. Individual may appeal to another so, therefore we divide in smaller groups ( market segments ), steps which relative potential of each segment.

**Delivering positive behavior for society**: - A marketer needs to know good and bad of its customer. The most important behaviors towards the society by a marketer is good and positive attitude. the vital option or opportunity for understanding or gaining audience is a positive behavior provided by a marketer to the society or client.

***Question 3***

***Answer:-***

Due to the following reasons it is hard to change the behavior of social member: -

* Give up an addictive behavior.
* To be uncomfortable.
* Reduce pleasure.
* Spend more time.
* Resist peer pressure.
* Hear a bad news.
* Risk relationship.
* Give up leisure time.
* Give up looking good.
* Learn new skills.

If im given a role of social marketer the behavior I would like to change of a social member would be to make him more comfortable and feel pleasure with a marketer.

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**Question 4**

**Answer:-**

**Corporate social responsibility**  it is also known as responsible business and it involves short term cost that can Improve and bring financial benefit to a company but instead promote positive change in environment

**Cause related marketing**  packing’s and other form of communications invites a customer purchase product from company knowing that a percentage of that purchased item will be direct to its foundation.

**Societal Marketing** societal marketing is developing revenue based product. Societal is giving direct benefit and profits and more secondary benefits for the community.

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