**Task Description**

Case study on social marketing.

***Maximum*** length: 1600 words

This assessment looks at cause-related marketing which supports a cause, or social marketing that furthers a cause.

You are to choose a business, non-profit or government organisation and go through the social market planning process as shown in the text on p. 847 (as follows:

Where are we?

* Determine program Focus?
* Identify Campaign Purpose?
* Conduct an analysis of Strengths, Weaknesses, Opportunities, and Threats (SWOT)?
* Review past and similar effects?

Where do we want to go?

* Select Target audiences.
* Set Objectives and Goals.
* Analyze target audiences and the competition?

How will we get there?

* Product: Design and market offering.
* Price: Manage Costs of the behaviour change.
* Distribution: Make the product available.
* Communications: Create messages and choose media.

How will we stay on Course?

* Develop a plan for evaluation and monitoring.
* Establish budgets and find funding sources.
* Complete an Implementation Plan.)

Some ideas for you:

 Recruiting new players for a sporting club or cultural group or local community group or club;

 Devising a safety campaign aimed at young children playing Pókemon Go;

 Recruiting volunteers as members or as administrators in non-profit organisations;

 Challenge a negative behaviour or encourage a positive behaviour;

 Discourage drug/drink driving or using a mobile phone while driving;

 Encourage people to become an organ donor, and the list goes on...

**You are to**

**1. Decide on the business/non-profit group/government organisation that you will study.**

**2. Find literature that explains the reasons why this type of organisation is needed.**

**3. Choose an appropriate target market and justify your choice. Using statistics to back up your choice is highly recommended.**

**4. What is the behaviour you are trying to create?**

**5. What are the benefits of this behaviour?**

**6. Develop an attention-grabbing message for one media that you will use.**

**7. How will you evaluate the effectiveness of your message?**

The setting out for the assessment should follow the marking criteria.

Book Details:

Philip Kotler, Kevin Lane Keller, Swee Hoon Ang, Siew Meng Leong, Chin Tiong Tan (2013). Marketing Management: An Asian Perspective (6th )., Singapore: Pearson. ISBN:

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| Criterion | Mark |
| Executive Summary – include the most important points covered in your assessment. | 2 |
| The organisation you have chosen and academic literature support | 4 |
| The program/campaign focus | 2 |
| SWOT analysis | 4 |
| Justification of an appropriate target market | 4 |
| Product | 5 |
| Price | 5 |
| Place/distribution | 5 |
| Promotion/communication | 5 |
| Attention-grabbing message | 2 |
| How will you evaluate the effectiveness of your message? | 1 |
| Conclusion | 1 |
| Total | 40 |

The Organization You Have Chosen and Academic Literature Support: