What is social marketing?

Social marketing is a new discipline that uses commercial marketing tools to reach social changes in people’s behavior. According to Alan R. Andreasen (1994), “Social marketing is the adaptation of commercial marketing technologies to programs designed to influence the voluntary behavior of target audiences to improve their personal welfare and that of the society of which they are a part.” (p. 110). As well as commercial marketing it includes: situation analysis, selecting of target audiences, objectives and goals, analysis of audiences and competition, development of strategies, plan for evaluation and monitoring, determination of budget and implementation plan (Kotler, Roberto, Lee, 2002).

Situation analysis

Make a research
 Identify issue: Lack of empathy among children
 Identify purpose: Fostering empathy

Selecting of target audiences

Primary target: Children 7-8 years old (2 grade), “Struggle with behavioral issues, anger management, lack of empathy and the ability to build positive relationships with their peers” (2); feel lack of parenting as their families need to focus on the basic needs (2).

Secondary target: Students of Syracuse University, mostly undergraduates, between the ages of 17-24, volunteers.

Objectives and goals

- Behavior objective: how to display empathy
- Knowledge objective: how to recognize other people’s emotions; how to work through stressful situations (2)
- Belief objective: every person matters

Goal: increase of empathy according to The Interpersonal Reactivity Index (Davis, 1980, 1983)

Development of strategies

- Product (desired behavior): Empathetic and attentive behavior
- Price (what the audience will have to give up): time, emotional coming out
- Place (where the target audience will perform the behavior): HW Smith Elementary in Syracuse
- Promotion (message): children are paying attention to each other regardless of the background and situation in the family

Plan for evaluation and monitoring

The Interpersonal Reactivity Index (Davis, 1980, 1983)