CALL FOR CHAPTERS

SOCIAL MARKETING BOOK

CASE STUDIES ON SOCIAL MARKETING.

A GLOBAL PERSPECTIVE

(SPRINGER)

Editors

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INTRODUCTION

In a globalized and interconnected world, societies face an increasing number of problems such as public health, environmental challenges, and social exclusion, among many others. Such problems need social marketing approaches to be resolved.

The first definition of social marketing, by Kotler and Zaltman (1971), considered it as "*the design, implementation and control of programs calculated to influence the acceptance of social ideas and implies considerations of product planning, price, communication, distribution and marketing research*". This definition was very innovative at that time, because it meant transferring the marketing mix scheme (the 4 Ps) to the realm of ideas as a new type of product (until then, marketing had only been applied to goods and services).

A later definition describes it as "*the use of marketing techniques and principles to influence a specific public that voluntarily accepts, rejects, modifies or abandons behaviour for the benefit of individuals, groups or society as a whole*" (Kotler and Lee, 2005: 115).

Social marketing is characterized by the coordination of different complementary approaches, to achieve the realization or modification of behaviours or ideas. Thus, Santesmases (1999) points out four main approaches:

- A legal approach (with regulations, sanctions, etc.).
- A technological approach (based on innovations that facilitate the desired behaviour).

- An economic approach (reducing the cost of carrying out the desired behaviour, or increasing the price to discourage unwanted behaviour).
- An informational approach (focused, above all, on persuasive information).

Santesmases (1999) also highlights four main strategies that can be followed in social marketing:

- A reinforcement strategy: when the attitudes are positive and the behaviours are consistent (they are realized). In this case, the objective of the strategy would be to reinforce this situation. The actions to develop this strategy can vary a lot (e.g. rewards, economic incentives, legal norms, etc.).

- An induction strategy: when attitudes are positive but socially desirable behaviour does not carry it out. The objective of this strategy is to try to induce the accomplishment of that behaviour. Actions are also very diverse (e.g. establishing social controls, facilitating material and human means to carry out desired behaviour, providing incentives, etc.).

- A rationalization strategy: when a desirable social behaviour is practiced, but the attitude towards such behaviour is negative. The goal of the strategy is to generate a change in attitude that is consistent with behaviour, through actions such as persuasion, controls, etc.

- A confrontation strategy: when attitude and behaviour are consistent, but contrary to socially desirable behaviour. The goal of the strategy is to generate a change of behaviour and attitude (this is the most difficult situation to change). For this strategy, economic sanctions, coercive actions, or persuasive information can be used.

Our aim is to create a book where we can find high-quality cases about different social marketing campaigns that have been developed by all kinds of organizations (Public Administration, NGOs, businesses, …). They should be innovative and highlight the marketing mix developed, the different approaches that have been combined and, above all, the strategies that have been followed to achieve the desired idea or behaviour.

Thus, we invite contributions on social marketing campaigns. International cases are particularly welcome.

References

Kotler, P.; Lee, N. (2005): *Corporate Social Responsibility*. Wiley. USA.

Kotler, P.; Zaltman, G. (1971): "Social Marketing: An Approach to Planned Social Change", *Journal of Marketing*, 35 (July): 3-12.

Santesmases Mestre, M. (1999): *Marketing. Conceptos y Estrategias.* Madrid: Piramide.

CHAPTER STRUCTURE

The material should be original, unpublished (only presentation in Conferences and in its proceedings would be accepted, although the chapter should be improved considerably).

The structure of each chapter / case would be:

- First page:
    . Title.
    . Authors' names.
    . Summary (100 – 150 words).

- Second page (and the following ones):
    . Learning objectives.
    . Introduction.
    . Case development.
    . Conclusions.
    . Discussion questions.

- Final page:
    . References

The length of the case should be **10 pages.**

Delivery date

Timeframe

Deadline for abstract submission (500 words, approximately): by 10th January, 2018.
To: mgalan@unex.es

Deadline for abstract acceptance: by 30th January, 2018.

Deadline for full case submission (max 10 pages, Calibri 11 and 1.5 line spacing): by 15th March, 2018.
To: mgalan@unex.es

The book is scheduled to be published by the end of 2018.