

SOCIAL MARKETING AND THE 4 P'S TUTORIAL TOOLKIT

This toolkit was made to help you train a group of people. You can either go through the tutorial as a group by viewing it online or you can download the PDF version of the tutorial. Both options are available on the Mary Amelia Women's Center website at <http://womenshealth.tulane.edu/pages/detail/65/tutorials>.

In addition to going through the tutorial, you can use the items in this toolkit to make the training more interactive. If you would like additional materials, or if you have questions, please email mac@tulane.edu.

Highlights

- This tutorial begins by defining social marketing and introducing the 4 P's. A breastfeeding commercial is shown, and the audience is asked to come up with potential descriptions of the 4 P's for that campaign. Then the differences between social marketing and commercial marketing are discussed. The four types of behavior change and the three various approaches to social marketing are described and demonstrated through breastfeeding examples.

Learning Objectives

- By the end of this tutorial, you will
 - Understand the difference between commercial marketing and social marketing
 - Have the skills to come up with a "Marketing Mix" in which you integrate product, price, place, and promotion in order to maximize campaign effectiveness

Duration

- 35 PowerPoint slides
- Approximately 20 minutes

Chapters

- Defining social marketing
- The 4 P's
- Types of behavior change
- Approaches to social marketing

In this toolkit, you will find the following:

- References
- Review Questions
- Answer Sheet
- Additional Activities

References

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Review Questions for Social Marketing and the 4 P's Tutorial

Name: _____

Date: _____

Please circle the correct answer:

1. What are the 4 P's of social marketing?
 - A. Partners, Price, Promotion, and People
 - B. Product, Place, Popularity, and Purpose
 - C. Price, Place, Policy, and Partners
 - D. Product, Price, Place, and Promotion

2. Which of the following statements accurately describes price in terms of social marketing?
 - A. Price is always monetary
 - B. Price is any economic, social, and psychological costs
 - C. Price does not need to be discussed in social marketing
 - D. Price is the most important part of the marketing mix

3. Which of the following statements is true regarding the difference between social marketing and commercial marketing?
 - A. Social marketing promotes goods and services, while commercial marketing promotes ideas and attitudes
 - B. The underlying motive of social marketing is social change, while the underlying motive of commercial marketing is profit
 - C. Social marketing involves personally communicating with people, while commercial marketing happens only through social media
 - D. There is no difference between social marketing and commercial marketing

4. Which of the following is not a type of behavior change promoted by social marketing?
 - A. Accept a new behavior
 - B. Abandon an undesirable behavior
 - C. Stop an old behavior
 - D. Reject a potentially undesirable behavior

5. If a campaign is attempting to alter policies, regulations, and laws to influence societal behavior change, it is using which approach?
 - A. Upstream Approach
 - B. Downstream Approach
 - C. Midstream Approach
 - D. All of the Above

Answer Sheet

1. The correct answer is D (Product, Price, Place and Promotion).

These are the same 4 P's used in commercial marketing. Together, they make up the marketing mix. It is important to include all 4 P's in a social marketing campaign. Focusing too much on one over the other will likely make the campaign less effective.

2. The correct answer is B (Price is any economic, social, and psychological costs).

These costs are involved in obtaining and using the product being promoted. Price is also what the consumer must do in order to attain the social marketing product. The price of a product can be monetary, involve time and effort, require the consumer to give something up, or involve discomfort or condemnation.

3. The correct answer is B (the underlying motive of social marketing is social change, while the underlying motive of commercial marketing is profit).

Social marketing also promotes ideas and attitudes, which commercial marketing promotes goods and services.

4. The correct answer is C (Stop an old behavior).

Social marketing aims to persuade the target audience to partake in four types of behavior change, including accepting a new behavior, rejecting a potentially undesirable behavior, modifying a current behavior, and abandoning an undesirable behavior.

5. The correct answer is A (Upstream Approach).

The Midstream Approach attempts to reach individuals who have the ability to influence others in the target community, including family members, co-workers, friends and neighbors. The Downstream Approach addresses barriers and benefits on the individual level.

Activities

- Watch these videos
 - Debate about whether or not the 4 P's are still relevant
<http://www.youtube.com/watch?v=oqLCs3ZuvPk&feature=relmfu>
 - Ogilvy Public Relations Worldwide Social Marketing
<http://www.youtube.com/watch?v=j2blbloZ4Wl> (good example of different campaigns that use social marketing)