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Statement of participation

Guest user

has completed the free course including any mandatory tests for:

Social marketing

This 8-hour free course explored social marketing and the recognition that it has a role to play in achieving a range of social goals.

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www.open.edu/openlearn

This statement does not imply the award of credit points nor the conferment of a University Qualification.
This statement confirms that this free course and all mandatory tests were passed by the learner.

Please go to the course on OpenLearn for full details:
https://www.open.edu/openlearn/money-business/business-strategy-studies/social-marketing/content-section-0

COURSE CODE: **B324_1**

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Social marketing

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Course summary

Never before have social issues been more at the centre of public and private debate. From concerns about sustainability and the future of the planet to the introduction of smoking bans, there is a growing recognition that social marketing has a role to play in achieving a wide range of social goals. This free course, Social marketing, examines the nature of social marketing and how the adoption of marketing concepts, frameworks and techniques developed for commercial marketers can be applied to the solution of social problems.

Learning outcomes

By completing this course, the learner should be able to:

- describe and explain the meaning and nature of social marketing
- analyse social marketing problems and suggest ways of solving these
- recognise the range of stakeholders involved in social marketing programmes and their role as target markets
- assess the role of branding, social advertising and other communications in achieving behavioural change.

Completed study

The learner has completed the following:

Section 1

Course overview

Section 2

Understanding the nature of social marketing

Section 3

Understanding consumer behaviour

Section 4

Stakeholders and target markets

Section 5

The role of communications and branding in social marketing programmes

Section 6

Course questions

Section 7

Conclusion