

Course program

Course title: Paradigms and Application of Social Marketing	Neptun code: GTMSK411A
	Course type: Elective
Name and position of course coordinator: Dr Szabolcs Nagy, associate professor	
Name(s) and position(s) of teaching assistant(s): -	
Suggested semester:	Prerequisite course(s):-
Weekly lecture+seminar hours: 2+0	Evaluation method: three-scale exam
Credits: 3	Study format: full time and part time PhD
<p>Course objectives: The main objective of this course is to enhance the students' knowledge of social related marketing issues and give insights into the main fields of applied social marketing including environmental, health and sustainable city marketing. The course will address important social marketing issues facing non-profit or for-profit managers to bring about positive change.</p>	
<p>Course content and structure: I. Introduction Social Change, Social Problems and 21st Century Social Marketing Creating and Framing the Agenda II. Social Problems and the Role of Social Marketing The Structure of Social Problems The Role of Social Marketing Setting Priorities with Social Marketing III. Upstream Applications Beyond Downstream Interventions: Influencing Communities Structural Change: Influencing Law Makers and Regulators Structural Change: Recruiting Business Allies Recruiting Allies in the Media and Health-Care Communities IV. Conclusions Repositioning Social Marketing for the 21st Century V. Applications Environmental Marketing – Sustainable Consumption Health Marketing – Food Marketing Sustainable City Marketing</p>	
<p>Evaluation method: written assignment</p> <p><i>Course assignments:</i> Written assignment on a pre-determined social marketing issue in 10-15 pages. Total points: 100 points. Deadline: the last week of the semester. Students shall choose an issue and they will analyse it using social marketing techniques. They need to present different solutions/scenarios to the chosen social marketing problem.</p> <p>Course point distribution, examination format: Total points: 100. 0-50 points (1), 51-60 points (2), 61-75 points (3), 76-85 points (4) and 86-100 points (5)</p>	

Required reading:

1. Alan R. Andreasen: Social Marketing in the 21st Century, Georgetown University, 280 pages, SAGE Publications, ISBN: 9781412916349, 2006
2. Ken Peattie, Sue Peattie: Social marketing: A pathway to consumption reduction? Journal of Business Research, Volume 62, Issue 2, February 2009, Pages 260-268
3. Piskóti István, Nagy Szabolcs, Molnár László, Marien Anita: Elements and an empirical analysis of an integrated social marketing model in Hungary. In: Paulo Rita (szerk.) 41 th EMAC Conference: Marketing to Citizens Going beyond Customers and Consumers. Konferencia helye, ideje: Lisszabon, Portugália, 2012.05.22-2012.05.25. Lisszabon: ISCTE Business School, 2012. Paper 11. (ISBN:978-989-732-004-0)
4. Nagy Szabolcs: Sustainable Consumption, Miskolc: Miskolci Egyetem Gazdaságtudományi Kar, 2011. (TÁMOP-4.1.2-08/1/A-2009-0049 azonosító számú "Virtuális vállalatok- e-kormányzat, információs és kommunikációs technológiák" című projekt keretében létrehozott elektronikus tananyag)

Suggested reading:

5. Piskóti István, Nagy Szabolcs, Dankó László, Molnár László, Marien Anita: "A társadalmi marketing paradigmái - elméleti-módszertani alapozó kutatás" az Országos Tudományos Kutatási Alap által támogatott kétéves kutatási program beszámolója (OTKA száma: K 81718), Miskolci Egyetem, 2012, https://www.academia.edu/5048992/A_tarsadalmi_marketing_paradigmái_-_elméleti-módszertani_alapozó_kutatás
6. David Russell, Gillian Sullivan Mort, Margee Hume: Analysis of management narrative to understand social marketing strategy: The case of 'Branding Logan City' Australasian Marketing Journal (AMJ), Volume 17, Issue 4, November 2009, Pages 232-237
7. Nagy Szabolcs: Functional Food Marketing: The Hungarian Market Case, Theory Methodology Practice: Club Of Economics In Miskolc V:(1) pp. 43-51. (2010)
8. Kirsten Robertson, Jessica Davidson: Gender-role stereotypes in integrated social marketing communication: Influence on attitudes towards the ad. Australasian Marketing Journal (AMJ), Volume 21, Issue 3, August 2013, Pages 168-175
9. Dominique Crié, Jean-Charles Chebat: Health marketing: Toward an integrative perspective. Journal of Business Research, Volume 66, Issue 1, January 2013, Pages 123-126