



Social Marketing: Improving the Quality of Life

Philip A. Kotler, Ned Roberto, Nancy R. Lee

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This book turns social marketing into a step-by-step process so that anyone can plan and execute an effective social marketing campaign. Actual cases and research efforts richly support each of the eight steps in the process. Included in the text are more than 25 in-depth cases, about 100 examples of social marketing campaigns, and ten research highlights to represent the scope of research methodologies. The appendix includes worksheets for each step to complete a marketing plan for students and practitioners.

The methodologies in this text have been classroom tested and refined by students who prepared marketing campaigns using this eight step planning process.

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