COURSE OUTLINE

1. GENERAL

SCHOOL	Democritus University Thrace
DEPARTMENT	Social Work
LEVEL OF STUDIES	Undergraduate
COURSE CODE	**2019 Γ8** **SEMESTER** C
COURSE TITLE	Social Marketing

TEACHING ACTIVITIES *If the ECTS Credits are distributed in distinct parts of the course e.g. lectures, labs etc. If the ECTS Credits are awarded to the whole course, then please indicate the teaching hours per week and the corresponding ECTS Credits.*	TEACHING HOURS PER WEEK	ECTS CREDITS
	3	5
Please, add lines if necessary. Teaching methods and organization of the course are described in section 4.		

COURSE TYPE *Background, General Knowledge, Scientific Area, Skill Development*	Scientific Area
PREREQUISITES:	none
TEACHING & EXAMINATION LANGUAGE:	Greek
COURSE OFFERED TO ERASMUS STUDENTS:	No
COURSE URL:	http://www.socadm.duth.gr/undergraduate/curriculum/socadm/cvst2.shtml

2. LEARNING OUTCOMES

Learning Outcomes
Please describe the learning outcomes of the course: Knowledge, skills and abilities acquired after the successful completion of the course.

The course is an introduction to the concept and techniques of social marketing, with the aim of developing this new science and maximizing the proven beneficial results it can have for society as a whole. A key prerequisite for any successful social marketing campaign is collaboration between social scientists and marketers. The course is primarily aimed at social work students who have not been trained in marketing. Κεντρική θέση στη θεωρία του μάρκετινγκ κατέχει το μείγμα μάρκετινγκ (marketing mix) το οποίο αποτελείται από τα λεγόμενα 4P's, το προϊόν, την τιμή, τον τόπο και την προώθηση, από τα αρχικά των αντίστοιχων αγγλικών λέξεων (Product, Price, Place, Promotion). The product has specific characteristics and properties and can offer the consumer both utilitarian and emotional satisfaction: a house for example, in addition to meeting a basic need (housing) can be associated with features of security, comfort, luxury, prestige, display, economic exploitation, long-term economic investment, etc. The price must correspond to the product, its manufacturing quality and the value it offers to the consumer. Distribution channels (or place) relate to the selection of appropriate points of sale for products or services and to the ideal expansion of sales in terms of geographic coverage.

General Skills

Search, analysis and synthesis of data and information, *ICT Use* *Teamwork* *Equity and Inclusion*	*Demonstration of social, professional and moral responsibility and sensitivity to gender issues* *Critical thinking* *Promoting free, creative and inductive reasoning*

3. COURSE CONTENT

Introduction to the concept of Marketing

Introduction to the concept of Social Marketing

Presentation of the institution of the social economy

Social Marketing Agencies

Voluntary organizations, self-help and women's cooperatives

Local Employment Agreements, sheltered production workshops Community Initiatives for the social economy

Marketing mix

Social marketing

Social marketing case studies

Social Marketing and M.K.O.

Ways to change behavior: Education, Coercion, Technology

4. LEARNING & TEACHING METHODS - EVALUATION

TEACHING METHOD *Face to face, Distance learning, etc.*	Face to face
USE OF INFORMATION & COMMUNICATIONS TECHNOLOGY (ICT) *in Laboratory Education,*	*Use of ICT in Teaching and in Communication with students*
STUDENT EVALUATION	Greek, Multiple Coice Test, Essey Developpment

5. SUGGESTED BIBLIOGRAPHY

Andreasen, A. (1997). Challenges for the science and practice of social marketing. In: M. E. Goldberg, M. Fishbein and S. E. Middlestadt (Eds), Social marketing: Theoretical and practical perspectives. Mahwah: Lawrence Erlbaum Associates.

Andreasen, A. R. (2001). Ethics in social marketing. Washington: Georgetown University Press.

Bandura, A. (1995). Self-efficacy in changing societies. Cambridge: Cambridge University Press.

Bruhn, M. and Tilmes, J. (1989). Social marketing. Stuttgard: Kohlhammer.

Hastings, G. B. Stead, M. Whitehead, M. Lowry, R. MacFadyen, L. McVey, D. Owen, L. and Tones, K. (1998b). Using the media to tackle the health divide: Future directions. Social Marketing Quarterly, IV(3), 42-67.

McGuire, W. J. (1968). Personality and susceptibility to social influence. In E. F. Borgatta and W. W. Lambert (Eds), Handbook of personality theory and research (pp. 212-251). Chicago: Rand McNally.