

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SEMM25 MBM5SEMM25 MFB5SEMM25
Course Title	Societal Marketing

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

1. Explain the scope of Societal marketing and how it relates to other areas of marketing
2. Interpret theoretical framework of social marketing and importance of stakeholders
3. Analyse societal Marketing approaches

Syllabus

Teaching Hours

<p>Unit I: Overview of Societal Marketing</p> <ul style="list-style-type: none"> • Introduction to Social Marketing • Importance and Challenges of Social Marketing • Social Marketing Environment • Consumer Behavior and Social Issues 	05
<p>Unit II: Developing Societal Marketing Strategies</p> <ul style="list-style-type: none"> • Social Marketing Mix • Corporate Social Responsibility • Cause Related Marketing • Social Marketing • Non Profit Marketing • Green Marketing 	07
<p>Unit III: Contemporary Issues</p> <ul style="list-style-type: none"> • Role of Communication and Branding • Ethics of Changing Society • Socially Responsible Business Models • Sustainable Marketing Practices 	03

Suggested Readings:

1. Kotler, P., Roberto, N., and Nancy, R.L., Social Marketing: Improving Quality of Life, Sage Publication
2. Hastings, G., Social Marketing: Why Should the Devil Have All the Best Tunes? Taylor & Francis
3. Rob Donovan, R., Henley, N., Principle and Practices of Social Marketing, Cambridge University Press

w.e.f. Academic Year 2019-20 and onwards