**CHAPTER 1 DEFINING AND DISTINGUISHING SOCIAL MARKETING**

*Multiple Choice*

1. Which one of the following four components is the most fundamental in order for an effort to be considered social marketing?

a. All 4Ps in the toolbox are used.

b. A clearly defined behavior.

c. A narrowly defined priority audience.

d. More than communications are used to influence a behavior.

Ans: B

*Multiple Response (SELECT ALL THAT APPLY)*

2. In commercial marketing, who are the two primary beneficiaries?

a. Individuals

b. Shareholders

c. Society

d. Government

Ans: A, B

3. Who are the two primary beneficiaries for social marketing efforts?

a. Individuals

b. Shareholders

c. Society

d. Government

Ans: A, C

4. Which of the following are most often the sponsor of a social marketing campaign?

a. Public sector/governmental

b. For-profit corporations

c. Foundations

d. Nonprofit organizations

e. Advertising agencies

f. Media outlets

Ans: A, C, D

*Essay*

5. What was your understanding social marketing before taking this course?

Ans: Potential responses include social media, advertising, behavioral economics, government “nanny states,” and social change.

6. If someone asked you now “What is social marketing?” what would you briefly say?

Ans: Influencing behaviors that benefit society as well as the individual; examples include exercise, recycling, voting, and saving for retirement.

7. What are the five social issues that social marketing has addressed most often to date?

Ans: Public health, injury prevention, environmental protection, community involvement, financial well-being

8. For each of the five issues that social marketing can contribute to, identify a behavior that could be the focus for a social marketing effort.

Ans: One should be listed for each of these: public health, injury prevention, environmental protection, community involvement, financial well-being. (See Table 1.1 for 50 examples.)

9. What or who do you think should determine if something is “good” for the individual or society?

Ans: The sponsoring organization; the consultant/social marketer

10. How does social marketing differ from nonprofit (NGO) marketing?

Ans: In NGO marketing, the focus is on fundraising, advocacy, and utilization of the organization’s products and services.

11. How does social marketing differ from public sector marketing?

Ans: Public sector marketing primarily is used to increase support and use of governmental agency products and services as well as increase compliance.

12. How does social marketing differ from education?

Ans: In education, the focus is on increasing awareness and understanding versus behavior change.

13. How does social marketing differ from behavioral economics?

Ans: Behavioral economics is a psychological framework that proposes theories on why and when people make irrational choices and focuses on how changes in the external environment can prompt and promote behavior change.

14. How does social marketing differ from nudge tactics?

Ans: Nudge is a framework that proposes that behaviors can be influenced by the way choices are presented in the environment.

15. How does social marketing differ from social change?

Ans: Social marketing is one strategy for creating positive social change. Others include advocacy, innovation, infrastructures, corporate business practices, and increased funding.

16. How does social marketing differ from social media?

Ans: Social media include social networking sites such as Facebook, blogs, YouTube, Twitter, and Instagram.

17. How does social marketing differ from communications?

Ans: Communications is only one of the interventions social marketers use to change behaviors.

18. How does social marketing differ from cause promotion?

Ans: Cause promotion is raising awareness, understanding, and concern for a social issue, but it is not focused on behavior change.

19. Why do you think many professionals working on social marketing campaigns do not have the words *social marketing* in their title?

Ans: The term is not well known or understood. Some have concerns that it will be confused with the term *social media*, whereas others are concerned it sounds like a “nanny state” activity.

20. What is an example of an upstream priority audience?

Ans: Options include policymakers, corporations, media, law enforcement, celebrities, school districts, and nonprofit organizations.

21. What is the social marketer’s potential role with this priority audience?

Ans: To advocate with these audiences to remove barriers and increase benefits for behavior change and to help spread the social marketing messages

22. What is an example of a midstream priority audience?

Ans: Family members, friends, neighbors, colleagues, healthcare providers, pharmacists, teachers, librarians, community leaders, church members, checkout clerks at retail stores

23. What is the social marketer’s potential role with this midstream audience?

Ans: Influence these audiences to influence behaviors of target audiences downstream.