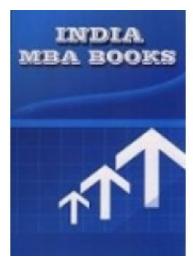
# Social Campaign Promotion



**Brand:** Mehta Solutions **Product Code:** 20IMG24GP2

Weight: 0.00kg

Price: Rs600

Short Description
Social Campaign Promotion Rohtak UNIVERSITY

**Description** 

**Social** 

**Campaign Promotion SOLVED PAPERS AND GUESS** 

Product Details: Rohtak UNIVERSITY Social Campaign Promotion

Format: BOOK

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM** 

**Publisher: MEHTA SOLUTIONS** 

**Edition Description: 2021-22** 

**RATING OF BOOK: EXCELLENT** 

### **ABOUT THE BOOK**

### FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other **Rohtak UNIVERSITY** book solutions now mehta solutions brings top solutions for **Rohtak UNIVERSITY Social Campaign Promotion** REPORT book contains previous year solved papers plus faculty important questions and answers specially for **Rohtak UNIVERSITY** .questions and answers are specially design specially for **Rohtak UNIVERSITY** students .

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

Case studies solved New addition fully solved last 5 years solved papers with current year plus guess

PH: 07011511310, 09899296811 FOR ANY problem

#### FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

## **Social Campaign Promotion**

UNIT-I

INI - 1 Coloil Marketing: Concept, Scope, and Comparison with Commercial Marketing, Approaches to influence public Behaviour; Social Marketing Planning Process; Elements of Campaign; Introduction to social entrepreneurship, funding for social endeavours

UNIT-II
Social Marketing Environment: Campaign Focus and purpose, Mapping the Internal and External Environments; Establishing Target Audiences: Target Marketing

UNIT-III
Setting Campaign Objectives and Goals: Behaviour Objective, Knowledge Objective, Belief Objective; Social Marketing Strategies: Product in social marketing, Price of a social marketing product.

Tomeronal Strategies: Types of Media Channels, Choosing Media Vehicles, Timings and Factors Influencing media strategies; Plan Evaluation and Monitoring: Outcome measures, Process Measures; Establishing Budgets and finding Funding Sources.