

Social Campaign Promotion



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Description

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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 .

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Social Campaign Promotion

UNIT-I

Social 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.

UNIT-IV

Promotional 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.