

Marketing for Social Change: **BULLYING NAME OF STUDENT**

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Background of the Social Change - the Bullying Prevention

Introduction

First of all, it is important to present the background of the social change- the bullying prevention. The core purpose of behavior changes implies the creation of the climate, which does not tolerate unwanted behavior, which is bullying. The core tools, which may be applied for achievement of this purpose, are changing the teachers', parents', other adults' attitudes towards the behavior of children. If there is a negative reaction from the mass towards a particular action, which implies or is related to bullying, the probability of its minimization occurs. It is possible to state a fact that the social change itself may be defined as the complex of multiple change agents' efforts. It is considered that the large-scale and permanent behavior change may be achieved most effectively through changing the community norms.

That is why the social marketing uses the following marketing principles- influencing the human behavior for the social benefit improvement.

The target audiences of the particular social change analyzed in this essay are teenagers age from 13-15 and also their educators and parents.

4 Ps of Social Change

It is rational to consider the marketing trends in the case of marketing for social change in accordance with 4 Ps of marketing mix.

The marketing mix, also called the 4 Ps, is the concept that was applied for the first time in 1975 and is represented as the set of the following elements of any organization and institution: price, product, place and promotion. Some scholars refer to it as the marketing mix due to the point that these components are the main elements of the marketing plan (Eric et al., 2004). It is obvious that the core purpose of social change implies meeting and satisfying the needs of target audience. For meeting these requirements and needs, it is rational to coordinate and to integrate the set of its advantages in such a manner that they would reflect their characteristics (Hill, 2007).

Pricing: it is clear that it is a complicated to determine the price of the social change. In addition, the price of social change implies the trial-and-error approach towards the decision-making. It is mainly determined by the values of the target audience and by their understanding of these values (Ohmae, 1999).

Product: The product mix is a tool used to determine and evaluate the particular product and service`s features. The core requirement for the product is to meet the needs of the teenagers between 13 and 15 years old. The set of the intangible elements of a particular service is included into these characteristics – such as psychological features. Among them are the following the most important is the image improvement and meeting the core needs of the teenagers, who are vulnerable segment of population (McCarthy, 1975).

Promotion: The core aim of advertising implies promotion of the socially important information and practical implementation of the effective persuasive appeals, which are mainly directed at attracting the target audience. In the majority of cases, all types of marketing communications are covered with the promotional aspect of the marketing mix. The most

commonly applied strategies are print and electronic informational advertising, including cinema, TV, radio, online, etc. The effective marketing communications' tool is the ability of development and practical implementation of the advertising campaign, which applies several of the existing methods and leads to effective achievement of the expected results.

Place: is an integral part of marketing mix. In the case of social change it involves management and coordination of the set of the processes, involved in the procedure of delivering particular services to the end consumer (Gary, 1979)

There are two types of factors, which affect social marketing. The first one is the external environment of opportunities and threats to the practical implementation of particular activity. The other one is the activity itself can be controlled through the decision-making. Factors can be controlled by the service provider may be summarized in the following four areas:

(1) Service strategy

Product (service) strategy, including service development, service planning, service design, delivery and decision-making. This also includes factors like service features, quality, way of presentation etc.

(2) Price strategy

Pricing strategy is used to determine the pricing objectives, to develop the contents of the service price of the principles and techniques.

(3) Promotional strategy

The promotional strategy is mainly oriented on studying how to promote customers to use the service in order to achieve the initially stated strategy. Factors include advertising, publicity, promotion, public

relations, and so on.

(4) Distribution strategy

Distribution strategy is developed for making the services to reach the target audience successfully. Factors, including distribution channels, regional distribution, and intermediary's type are in the distribution strategy.

These four aspects of strategy combined are referred to as the marketing mix strategy. The basic idea of the marketing mix strategy is the development of the product (in this case a product is the service) strategy, establishment of pricing, promotion and distribution channel strategies, and a combination of strategies in general. This is done in order to achieve the right goods, right price, and right promotional products to the suitable locations for the purpose. Social change success or failure depends largely on the combination of strategy choices and their integrated use of effects.

Ansoff Matrix as a Tool of the Social Change Strategic Planning

Ansoff Matrix is an analytical tool for strategic planning, allowing social change promotional agency to select one of the possible types of marketing strategies. The idea of the matrix is that there should be a relationship between the existing and future products of the social change. The current situation is a set of products and markets in which the company or project operates at the given time period.

Growth vector specifies the direction of the social change promotion agency based on its current status. Competitive advantage is the key features of existing and future services. The marketing strategy of social

change promotion agency is determined through a mutual change (development) of social organizations, to meet the needs of which they are created. The tool of choice of this strategy is Ansoff matrix.

Feature matrix by goods-markets involves the use of four alternative marketing strategies for the conservation and/or increase the rate of social change: market penetration, market development, service development and diversification. The first two are oriented towards existing product, while the latter two are for the new product. The choice of alternatives depends on the degree of saturation of the market and the ability of social entity to consistently update the service. At the same time, two or more strategies can be combined.

The strategy of market penetration is used in increased marketing activities to enhance and strengthen the position of the particular market.

Service development strategy is popularization of existing services to the new target audiences in order to increase market power.

Diversification strategy is the social change promotion agency for attracting the new target audience in order to reduce the risks of existing markets.