

Group assignment 4: Designing a social marketing campaign

As a group, choose a behavior change that you would like to enact – the behavior must be legal and one that your group is willing to discuss in the written assignment. Your team will engage in the behavior daily over a seven-day period. Some possibilities include:

- eliminating trans fats from your diet
- eating seven daily servings of vegetables and fruits
- starting a new exercise routine (e.g., a flexibility program)
- quitting smoking
- replacing a regular bus trip with walking or cycling
- recycling all possible waste products
- sticking to a financial budget, etc.

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Based on your experiences, as well as the frameworks covered the lecture on Social Marketing, describe an idea for a social marketing program that you think could be effective in encouraging the behavior change that you attempted. See also Gordon (2012), applying the same principles of social marketing to your case.

You may also draw on other marketing technologies and frameworks if you wish. Make sure that your campaign meets the criteria of social marketing - i.e., not a coercive or purely information campaign, but one that relies on consumer insights (in this case your personal experience with the behavior change and the associated costs and benefits) to design and promote an intervention.