

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE
(AUTONOMOUS)**



BOARD OF STUDIES: COMMERCE & MANAGEMENT

PROGRAMME: B.COM (MANAGEMENT STUDIES)

SEMESTER: III

NOMENCLATURE OF THE COURSE: SOCIAL MARKETING

NEP Vertical: MINOR

Credit: 2

(As Per Choice Based Credit System (under NEP 2020) with effect from the Academic Year 2025-26)



Program: BACHELOR OF COMMERCE (MANAGEMENT STUDIES)		Semester : III			
Course : SOCIAL MARKETING Academic Year: 2025-2026 Batch: 2024-2026		Code:			
Teaching Scheme		Evaluation Scheme			
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	NIL	NIL	02	20 marks/40% of the total Marks	30 marks/60% of the total marks

Learning Objectives :	<ol style="list-style-type: none"> 1. To help students define key concepts, principles, and frameworks of social marketing. 2. To help the students explain the role of social marketing in addressing social issues and influencing behavioral change. 3. To develop social marketing strategies and campaigns using real-world examples.
Learning Outcomes :	<ol style="list-style-type: none"> 1. Learners will be able to define social marketing and differentiate it from commercial marketing. 2. Learners will be able to explain the significance of social marketing in influencing public behavior and policy. 3. Learners will be able to apply social marketing concepts to design an effective campaign.
Pedagogy:	Case studies, Presentations, Discussions, Projects, Class tests

Each lecture session would be of one hour duration (30 sessions).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
1	<p>Introduction to Social Marketing:</p> <ul style="list-style-type: none"> ● Concept and Definition of Social Marketing ● Difference Between Social and Commercial Marketing <p>Crowd culture:</p> <ul style="list-style-type: none"> ● Impact of crowd culture on consumer behavior ● Brand positioning and crowd culture <p>Theories and Models of Social Marketing:</p> <ul style="list-style-type: none"> ○ Health Belief Model ○ Theory of Planned Behavior 	Presentation, Group discussions, Quiz	15
2	<p>Designing Social Marketing Campaigns:</p> <ul style="list-style-type: none"> ● Steps in Developing a Social Marketing Campaign ● Behavioral Change Techniques in Social Marketing ● Designing Messages and Choosing Communication Channels <p>Social Media Marketing:</p> <ul style="list-style-type: none"> ● Digital and Social Media in Social Marketing ● Evaluating Social Marketing Campaign Effectiveness 	Case studies, presentation, Project work	15

REFERENCE BOOKS

1. Deshpande, S., & Lee, N. R. (2013). *Social Marketing in India*. SAGE Publications India Pvt, Ltd.
2. Sridhar, K. V. (2017). *30 Second Thrillers: Tales That Tell the Stories Behind the Ads We Love*. Bloomsbury India.
3. Andreasen, A. R. (2019). *Strategic Social Marketing*. Routledge.
4. Kotler, P., & Lee, N. (2020). *Social Marketing: Behavior Change for Social Good* (6th ed.). SAGE Publications.

Internal Continuous Assessment (ICA) Pattern

Particulars	Marks
Presentation/Viva Voce	10
Assignment/Project	10
Total	20

Term End Examinations (TEE)

Question Paper Pattern

Maximum Marks: 30

Duration: 1 Hour

Note: all questions are compulsory

Question No.	Description	Total Marks
1	A Full Length Theory Question OR B Full Length Theory Question	12
2	A Full Length Theory Question OR B Full Length Theory Question	12
3	Short Notes (Any 2 out of 3)	6

The practical problem / Full length theory questions of 12 marks each may be split up into two smaller problems carrying 6 marks each.