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SOCIAL MARKETING

At the present stage of its development, social marketing, and therefore advertising can be applied to promote merit goods, or to make a society avoid demerit goods and thus to promote society's well being as a whole. This is an anti-tobacco campaign, many ways to encourage people to eat right food, to practice "safe sex" to prevent the spread of AIDS, and to join the ranks of donors.

Nowadays successful marketing programs are applied in different organizations. Social marketing is the systematic application of marketing, along with other concepts and techniques, to achieve specific behavioral goals for a social good. The primary aim of social marketing is "social good".

Health promotion campaigns in the late 1980s began applying social marketing in practice. A variation of social marketing has emerged as a systematic way to foster more sustainable behavior. Referred to as Community-Based Social Marketing (CBSM) by Canadian environmental psychologist Doug McKenzie-Mohr, CBSM strives to change the behavior of communities to reduce their impact on the environment. Realizing that simply providing information is usually not sufficient to initiate behavior change, CBSM uses tools and findings from social psychology to discover the perceived barriers to behavior change and ways of overcoming these barriers.

Social marketing uses the benefits of doing social good to secure and maintain customer engagement. In social marketing the distinguishing feature is therefore its "primary focus on social good, and it is not a secondary outcome. Not all public sector and not for-profit marketing is social marketing. Social marketing applies a "customer oriented" approach and uses the concepts and tools used by commercial marketers in pursuit of social goals like Anti-Smoking-Campaigns or fund raising for NGOs