

Selected Audience Research & Social Marketing Resources

Web Resources

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| Fostering Sustainable Behavior (Community-Based Social Marketing) | www.cbsm.com/ |
| Tools of Change (Proven Methods for Promoting Health, Safety and Environmental Citizenship) | www.toolsofchange.com/English/firstsplit.asp |
| NC Division of Public Health Social Marketing Web Site (Basics of Social Marketing) | www.ncpublichealth.com/employees/socialmarketing.htm |
| CDC e-Health Marketing (Examples of interactive social media resources) | http://www.cdc.gov/healthmarketing/ehm/ |
| The Social Marketing Place | http://social-marketing.com/ |

Blogs

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| Re3.org — N.C. Division of Pollution Prevention & Environmental Assistance <i>"North Carolina's Recycling Campaign."</i> | http://re3.org |
| Social Marketing Panorama —Mike Newton-Ward <i>"Offering a 360 degree view of social marketing."</i> | www.socialmarketingpanorama.com |
| On Social Marketing and Social Change —Craig Lefebvre <i>"News and Views on Social Marketing and Social Change"</i> | socialmarketing.blogs.com/ |
| Social Butterfly —Alexandra Rampy | www.fly4change.com/ |

Books

****Social Marketing: Influencing Behaviors for Good.** Philip Kotler, Nancy Lee. Thousand Oaks, CA: Sage Publications. Release Date: December, 2007.

****Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing.** Doug McKenzie-Mohr, William Smith. Gabriola Island, British Columbia: New Society Publishers. 1999.

List Serves

1) *****Social Marketing List Serve***

The list serve is a forum for talking about social marketing research, practice, and teaching via e-mail. It was founded by Alan Andreasen at Georgetown University, one of the leaders in the area of social marketing. People participate from across the United States and many other countries and represent a variety of disciplines.

To subscribe, send an e-mail message to: LISTPROC@LISTPROC.GEORGETOWN.EDU

In the body of the message write: subscribe SOC-MKTG (your name)
and type your actual name in place of "your name." con

2) *****Conservation Psychology List Serve***

To subscribe send an email to: conservation-psychology-request@umich.edu

Type the word SUBSCRIBE as the SUBJECT of the message.

Journal

*****Social Marketing Quarterly***

Taylor and Francis

<http://www.socialmarketingquarterly.com/>

****Conference Opportunity**

Social Marketing in Public Health Annual Conference

June, University of South Florida, Clearwater Beach, FL

Contact:

Continuing Professional Education

University of South Florida College of Public Health

813-974-9684

To view and download registration information go to:

www.cme.hsc.usf.edu/smph/