

25.3

TRANSFORMATION AND SOCIAL MARKETING

25.3.0

INTRODUCTION

This module unit is intended to equip the trainee with knowledge, skills and attitudes that will enable him/her to transform social attitudes and undertake social marketing activities in society.

25.3.1

GENERAL OBJECTIVES

By the end of this module unit, the trainee should be able to:

- a) appreciate the role of change agents in social transformation
- b) understand various methods and processes of social transformation and social marketing
- c) appreciate the role of media in social marketing
- d) manage challenges in social marketing

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25.3.03

SUMMARY OF TOPICS AND TIME ALLOCATION

CODE	TOPICS	SUB-TOPICS	HOURS
25.3.1	INTRODUCTION TO SOCIAL TRANSFORMATION	<ul style="list-style-type: none"> • Meaning of social transformation • Rationale of social transformation 	10
25.3.2	CULTURAL CHANGES	<ul style="list-style-type: none"> • Cultural beliefs, norms and values of various societies • Transformation of cultural beliefs, norms, and values of various societies 	10
25.3.3	AGENTS OF SOCIAL TRANSFORMATION	<ul style="list-style-type: none"> • Agents of social transformation • Process of social transformation • Impact of diffusion of social change 	10
25.3.4	MODELS OF SOCIAL TRANSFORMATION	<ul style="list-style-type: none"> • Social transformation Models • Demonstration of social Transformation Models • Challenges of social transformation Models 	20
25.3.5	SOCIAL MARKETING	<ul style="list-style-type: none"> • Meaning of social marketing • Evolution of social marketing • Importance of social marketing • Elements of social marketing 	20
25.3.6	PROCESS OF SOCIAL MARKETING	<ul style="list-style-type: none"> • Process of social marketing • Factors that influence social marketing • Social marketing techniques 	20
25.3.7	MASS MEDIA AND SOCIAL MARKETING	<ul style="list-style-type: none"> • Role of mass media in social marketing • Forms of mass media • Entry and penetration in social marketing • Challenges in social marketing • Marketing tangible products and behaviour change 	110
25.3.8	EMERGING TRENDS IN SOCIAL MARKETING	<ul style="list-style-type: none"> • Emerging trends in Social marketing 	10
			120