**SOCIETAL AND SOCIAL MARKETING**

**Learning Outcome 1: ACTIVITY 2**

**PAIRS ACTIVITY**

**Leading a social marketing campaign**

If you were asked to lead a social marketing campaign to reduce the spread of a disease in your local community – you would need to do some planning before you started. Consider a health issue and decide:

Why is it important to get the message across via social marketing?

What would be the main message of the campaign?

Who are the potential stakeholders? (Those who might effected directly or indirectly by the campaign)

What methods might you used in the campaign (in terms of advertising) to get your message across?