**SOCIETAL AND SOCIAL MARKETING**

**Learning Outcome 1: ACTIVITY 7**

**INDIVIDUAL ACTIVITY**

**Quiz**

1. Define the term ‘social marketing’.
2. Give an example of social marketing in your community.
3. What are the barriers to a social marketing campaign like recycling?
4. What are the 4 Ps of Marketing Mix?
5. What does social influence mean?
6. How do you change behaviours in a community (e.g. towards smoking)?
7. Why is it important to have a sustainable change in any campaign?