SOCIAL MARKETING DEMYSTIFIED

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While increasing knowledge or concern about the environment are worthy goals, studies have shown that being knowledgeable and/or concerned about environmental issues does not necessarily lead to action (Kollmus, A.; Agyeman, J.2002). Social marketing is, "a process that applies marketing principles and techniques to influence target audience behaviors that benefit society as well as the target audience," (Lee and Kotler, 4th ed.). Trained social marketing service providers from the University of Maryland Sea Grant Extension program will be delivering a hands-on, interactive session where participants will learn the steps for creating robust social marketing campaigns and work in groups to build a campaign around mock case studies. The goal is to provide background education about social marketing and help participants become familiar with the process of developing these programs so that they can enhance existing and develop new behavior change efforts.