
Overview

This standard is about reviewing social marketing activities, analysing and interpreting the results and their wider implications. For example, how the learning from the results of one social marketing programme could be transferred to other contexts and issues. The scope may focus on the social marketing activities of a specific organisation or may involve a broader remit for monitoring and interpreting the results of social marketing activities across a range of organisations, contexts or issues.

This standard is for professionals in managerial roles who are responsible for reviewing and interpreting the results of social marketing activities and their wider implications.

Performance criteria

You must be able to:

1. establish the scope of the social marketing activities to be reviewed
2. obtain all data and information relating to the social marketing activities
3. verify the validity and reliability of the data and information, undertaking further investigations where necessary
4. evaluate the effectiveness of the social marketing activities, making comparisons with alternative strategies
5. use the relevant methods to interpret the data and information, forming hypotheses about what works, what does not work and why
6. analyse and evaluate the results achieved, including the full range of factors which may have affected the results
7. compare your own interpretations with similar areas of work for corroboration or contradiction
8. encourage the target groups, partners and key stakeholders to provide feedback on your interpretations
9. amend your interpretations as necessary in accordance with feedback and recommendations
10. specify any remaining areas of uncertainty in your interpretations
11. consider the wider implications of the results and reflect on the learning which could be transferred to other contexts or issues
12. communicate the results of social marketing activities and disseminate the learning
13. assess how the learning confirms or contradicts the theories and paradigms underpinning social marketing
14. collate the lessons learned to advise the social marketing programmes
15. ensure compliance with the legal, organisational, code of practice requirements and policies relevant to your role, your organisation and the activities being carried out

Knowledge and understanding

You need to know and understand:

1. the scope of the social marketing activities for review
2. the relevant stakeholders, target groups, their diverse interests, needs, abilities and preferences
3. how to obtain data and information contained on the social marketing activities
4. the social marketing compatible marketing mix models
5. the methods of evaluating the information
6. the comparison methods for the social marketing activities and strategies
7. how to form the hypotheses on the outcomes of the social marketing activities
8. how to analyse and evaluate the results achieved
9. the methods of collating the feedback on the interpretations from the target groups, partners and key stakeholders
10. how to implement the feedback and recommendations to review your interpretations
11. the wider implications of the results of social marketing activities
12. the theories and paradigms underpinning social marketing
13. the relevant reporting procedures for recording the interpretations that can be applied to other contexts and issues
14. the legal, organisational, code of practice requirements and policies relevant to your role, your organisation and the activities being carried out

Glossary

Scope

This may focus on the social marketing activities of a specific organisation/partnership or may involve a broader remit for monitoring and interpreting the results of social marketing activities more generally across a range of organisations/ partnerships, contexts and/or issues

Stakeholders

These include all those involved in, or affected by, the social marketing strategy and the issues it is seeking to address.

External Links

Academic Competencies in Social Marketing developed and approved by International Social Marketing Association (iSMA), European Social Marketing Association (ESMA), Australian Association of Social Marketing (AASM).

https://socialmarketing.blogs.com/rcraiglefebvres_social/2014/09/academic-competencies-for-social-marketing.html

Social Marketing Statement of Ethics: <https://www.instructus-skills.org/documents/SM%20statement%20of%20ethics%20FINAL%2006032020.pdf>

Global Consensus of Social Marketing Principles, Concepts and Techniques by ESMA, AAS, SMANA, iSMA: <https://europeansocialmarketing.org/wp-content/uploads/2017/08/ESMA-endorsed-Consensus-Principles-and-concepts-paper.pdf>

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Review and interpret the results and wider implications of social marketing activities



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