

COURSE DETAIL

MARKETING FOR SOCIAL IMPACT

Country

China

Host Institution

Peking University, Beijing

Program(s)

Peking University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

108

UCEAP Course Suffix**UCEAP Official Title**

MARKETING FOR SOCIAL IMPACT

UCEAP Transcript Title

SOCIAL IMPACT MARKT

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

Private and public sector firms increasingly use marketing strategies to engage their customers and stakeholders around social impact. To do so, managers need to understand how best to engage and influence customers to behave in ways that have positive social effects. This course focuses on social marketing strategies for changing the behavior of a target segment of consumers on key issues in the public interest (e.g., health behaviors, energy efficiency, poverty reduction, fundraising for social causes). In addition, it examines the growing role of social enterprises and benefit corporation (B corp) play in today's marketplace. This class also offers students an opportunity to work on a real business problem that are tied to social initiatives.

Language(s) of Instruction

English

Host Institution Course Number

02838950

Host Institution Course Title

MARKETING FOR SOCIAL IMPACT

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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