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 Course Details
https://dean.pku.edu.cn/service/web/courseDetail.php?flag=1&zxjhbh=BZ2324202838...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2023-2024

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