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Exam Score: 23 / 30

SECTION A.

Answer ALL of the following questions (10 points each, 30% total) :

1. “Social Marketing has many weaknesses, many ways to be distorted by the self-righteousness of the liberator, but it also holds a hand of hope that if we really listen, make a decent deal, we may be able to create more sustainable social change. There are many ways to social change. Social marketing, I think, is the most honest way towards large-scale voluntary social change - but we too often also get trapped in our need to save the world.” Is this a fair description and criticism of social marketing? Discuss with reference to social marketing theory

A1.1 Mentions if this is a fair description	2	/2
A1.2 Mentions if this is a fair criticism	2	/2
A1.3 Quality of the answer	5	/6
	9	/10

2. Outline the way in which non profit marketers need to engage target markets of suppliers (donors/volunteers) and consumers (targets of change, customers). Is this a form of upstream and downstream marketing? Discuss.

B2.1 Outlines NFP engagement - suppliers (donors/volunteers)	1.5	/2
B2.2 Outlines NFP engagement - consumers (targets of change)	1.5	/2
B2.3 Decides if this is a form of upstream/downstream marketing	2	/2
B2.4 Quality of Argument	3	/4
	8	/10

3. Discuss the nature of exchange in political marketing. Is the trade of future promises of behaviour for present acts of voting consistent with the notion of “value for benefit”? Discuss

OR

C3.1 Discusses the nature of exchange in political marketing	1	/1
C3.2 Addresses promises for votes	2	/2
C3.3 Addresses value for benefit	1	/2
C3.4 Quality of Argument	2	/5
	6	/10

Answer the following question:

Part 1: Compare and contrast social, political and non profit marketing with the AMA (2004) definition of marketing. (15)

	With Commercial marketing	
X1.1 Compare and contrast social	3.5	/5
X1.2 Compare and contrast political	3.5	/5
X1.3 Compare and contrast non profit	3.5	/5
	10.5	/15

Part 2: Discuss the similarities and differences between the three applications of marketing theory (social, political and non profit) with reference to theory and practice (15 marks).

Y.1 Similarity and difference social	3.5	/5
Y.2 Similarity and difference political	3	/5
Y.3 Similarity and difference non profit	3	/5
	9.5	/15
