

MKT307

View Online



1.

Lee N, Kotler P, Kotler P. Social marketing: influencing behaviors for good. 4th ed. Thousand Oaks, Calif: SAGE Publications; 2011.

2.

Social marketing benchmark criteria [Internet]. National Social Marketing Centre. United Kingdom; 2016. Available from: <http://www.thensmc.com/resource/social-marketing-benchmark-criteria>

3.

Wu TY, West B, Chen YW, Hergert C. Health beliefs and practices related to breast cancer screening in Filipino, Chinese and Asian-Indian women. *Cancer Detection and Prevention*. 2006 Jan;30(1):58-66.

4.

Lefebvre CR. Selection of pages from Handbook of marketing and society. In: *Handbook of marketing and society*. Thousand Oaks, Calif: Sage; 2001. p. 506-18.

5.

Theories and models of behaviour change [Internet]. Ngamiland council of non-governmental organisations. p. 1-14. Available from: <http://www.ncongo.info/wp-content/uploads/2011/05/Theories-and-models-of-behaviour-change.pdf>

6.

Lee N, Kotler P, Kotler P. Chapter 8 Tapping behavior change theories, models, and frameworks. In: Social marketing: influencing behaviors for good. 4th ed. Thousand Oaks, Calif: SAGE Publications; 2011. p. 204–32.

7.

French J, Oxford University Press. Social marketing and public health: theory and practice [Internet]. Oxford: Oxford University Press; 2010. Available from: <http://libraryproxy.griffith.edu.au/login?url=http://dx.doi.org/10.1093/acprof:oso/9780199550692.001.0001>

8.

Lee NR, Spoeth S, Smith K, McElroy L, Frazee JL, Robinson A, et al. Encouraging African-American women to take charge. take the test: the audience segmentation process for CDC'S HIV testing social marketing campaign. Social Marketing Quarterly. 2006;12(3):16–28.

9.

Delboy S, Gibb C, Law J, Sichel B, Taliento L. Activists, pundits and quiet followers: engaging the public in social issues [Internet]. Climate Access. 2010. Available from: <http://www.climateaccess.org/resource/activists-pundits-and-quiet-followers-engaging-public-social-issues>

10.

Activists, pundits, quiet followers, oh my [Internet]. Climate Access. 2011. Available from: <http://www.climateaccess.org/resource/activists-pundits-quiet-followers-oh-my>

11.

Holman T, Everett P, Lough J, Hatty M, Jevons C, Irving J. Improving health through research with impact [Internet]. Ultrafeedback. 2008. Available from: http://web.ultrafeedback.com/media/2100/esomar_paper.pdf

12.

Be a star [Internet]. National social marketing centre. 2008. Available from:
<http://www.thensmc.com/resources/showcase/be-star>

13.

Landers J, Mitchell P, Smith B, Lehman T, Conner C. Save the Crabs, Then Eat 'Em: A Culinary Approach to Saving the Chesapeake Bay. *Social Marketing Quarterly*. 2006;12(1):15-28.

14.

Brenkert GG. Ethical Challenges of Social Marketing. *Journal of Public Policy & Marketing* [Internet]. 2002;21(1):14-36. Available from:
<http://libraryproxy.griffith.edu.au/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=6569475&site=ehost-live&scope=site>