



## **Social marketing**

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Have you ever wondered how marketing techniques have been used to promote positive social change? In a series of lively interviews, Professor Gerard Hastings of the Institute of Social Marketing, faces questions from members of ISM-Open (the Institute of Social Marketing at the Open University Business School) on issues such as the ethics of social marketing, branding and advertising, and the morality of shocking or scaring people into changing their behaviour for the better. This material forms part of the Open University course B324 Marketing and society.