

*Social Marketing:* Social Marketing applies the principles of commercial marketing to encourage individuals to voluntarily change their behaviour to benefit themselves and society. Societal campaigns, such as “don’t drink and drive” or “wear your safety belt” all too often rely on high levels of fear and simply telling people of their high risk, assuming this will be enough to encourage people to change their behaviour. Social Marketing recognizes that education and fear do not change behaviour. Barriers to the desired behaviour must be identified and removed, and incentives for the desired behaviour must be offered.

Our social marketing research creates new knowledge addressing how best to encourage voluntary behaviour change by conducting primary research in areas of great importance to society. Specific examples of our work include research regarding fetal alcohol syndrome, workplace safety for young men in high injury industries, and reducing campus binge drinking.

Our social marketing research has helped government and nonprofit organizations improve the effectiveness of their campaigns. Examples include improving fear appeals for workplace safety, helping organizations define the role of communication in social marketing campaigns, and developing new offerings to reduce the incidence of driving after drinking.

We create knowledge through our own original research. We have published dozens of articles in both academic and practitioner journals, as well as books and book chapters on the topic of social marketing. We share knowledge with nonprofit, nongovernmental and governmental organizations through training seminars, conferences and workshops. We share knowledge with students through our Master of Science program, wherein students conduct original research in the field of social marketing. We share knowledge with the academic community through our bi-annual SMART (Social Marketing Advances in Research and Theory) conference, a well known and well respected conference bringing together social marketing researchers from around the world.