

Key Marketing Terms

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Barriers

Factors that get in the way of the audience adopting the desired behavior change. Factors may be external or internal to audience members themselves (e.g., lack of proper health care facilities, the belief that fate causes illness and one cannot alter fate, lack of skill to use a condom correctly, etc.).

Benefits

Advantages that the audience associates with a behavior. What the audience will obtain from the desired behavior change. (See [Exchange](#))

Competition

The behaviors and related benefits (See [Benefits](#)) that the target audience may prefer over the behavior you are promoting.

Determinants of behavior

Factors, either internal or external, that influence an individual's actions or behaviors. Behavioral science theories and models list various determinants.

Exchange

The concept that people compare the costs and benefits (See [Barriers](#) and [Benefits](#)) of performing a behavior before actually doing it. The benefits must outweigh the cost in order for people to perform a behavior.

4 Ps of marketing

Four classes of strategies and tactics to consider when planning intervention activities for a target audience— Product, Price, Place, Promotion. (See [Product](#), [Price](#), [Place](#) and [Promotion](#))

Market research

Research designed to enhance your understanding of the target audience's characteristics, attitudes, beliefs, values, behaviors, determinants, benefits and barriers (See [Determinants of behavior](#), [Benefits](#)

and [Barriers](#)) to behavior change in order to create a strategy for social marketing programs. Also called consumer or audience research.

Market strategy

A guiding plan of action for your entire social marketing program. Market strategy encompasses the specific target audience segment(s) (See [Target audience](#)), the specific desired behavior change goal, the benefits you will offer, and the interventions (See [Product](#), [Price](#), [Place](#), and [Promotion](#)) that will influence or support behavior change. Also known as the "marketing mix."

Place

One of the 4 Ps of marketing. Place is where and when the target audience 1) will perform the desired behavior, 2) will access program products/services or 3) is thinking about your health or safety issue.

Price

One of the 4 Ps of marketing. Price refers to the financial, emotional, psychological, or time investment costs or barriers (See [Barriers](#)) the audience members face in making the desired behavior change.

Product

One of the 4 Ps of marketing. Some social marketing programs offer tangible products or services that facilitate behavior change. In others, a bundle of intangible benefits is offered to the audience in exchange for doing the desired behavior. From a broader perspective, the behavior change itself can be viewed as the product of the social marketing intervention.

Promotion

One of the 4 Ps of marketing. Includes the communication messages, materials, channels (See [Channels](#)) and activities that will effectively reach your audience to promote the benefits of the behavior change, as well as to describe the Product, Price and Place features of your program.

Target audience

The group(s) of individuals that your social marketing (See Social marketing) program seeks to reach and influence. This group is a selected portion (or segment) of a larger population that is directly affected by the health problem.

The *primary audience* is group who you want to see make behavior changes. The secondary audience consists of individuals who can exert influence on the primary audience. Your interventions may target one or both audiences.

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<http://www.orau.gov/cdcynergy/soc2web/Content/activeinformation/glossary/glossary.htm>