

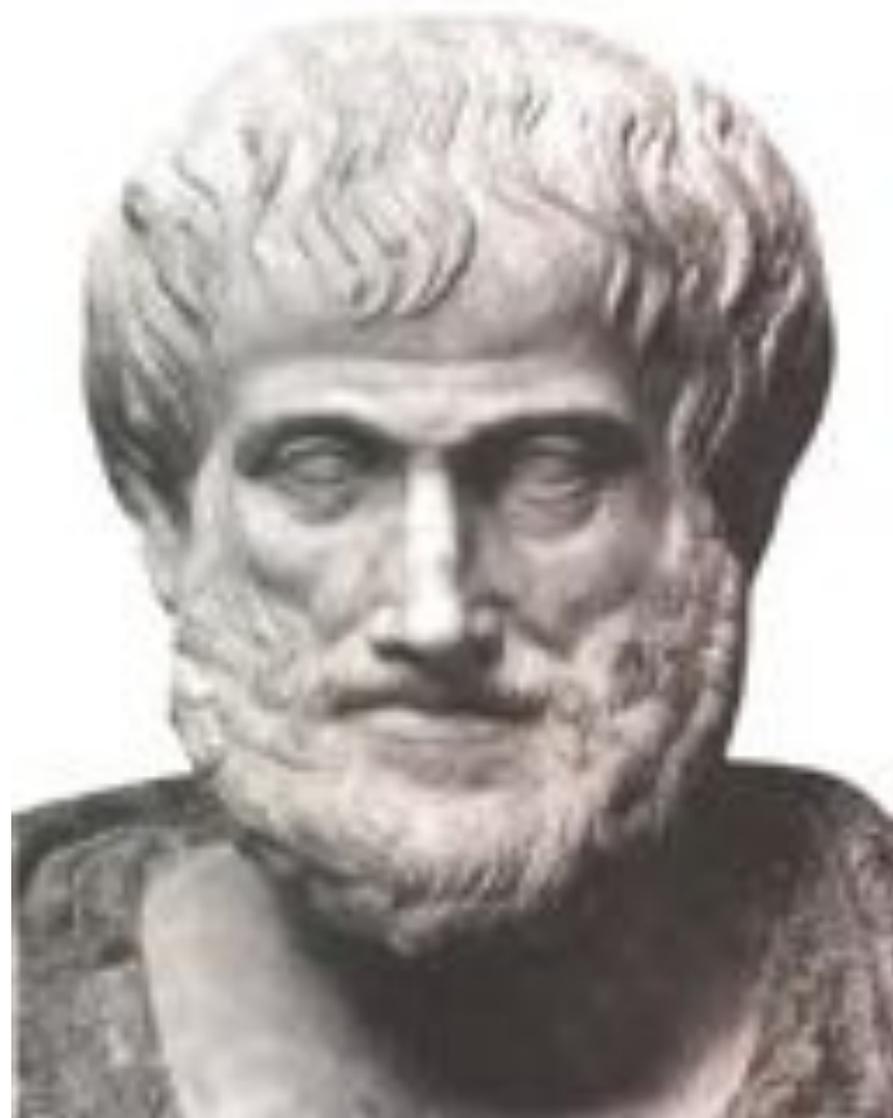
Interactive Media Storytelling, Social Marketing & Young People

Mark Grindle

Social Marketing is:

'...concerned with the application of marketing knowledge, concepts and techniques to enhance social as well as economic ends. It is also concerned with analysis of the Social consequences of marketing policies, decisions and activities' (Lazar and Kelley)





The Problem?







THERE'S A
WORLD OF DRINKS
OUT THERE





Thank you for listening

m.a.grindle@stir.ac.uk

 **@markgrindle**

ISM Institute *for* Social Marketing