



People's Democratic and Republic of Algeria  
Ministry of Higher Education and Scientific  
Research

Ferhat Abbas University- Setif1  
Faculty of Economics, Business and Management Sciences  
And Research Laboratory PIEEM:

In cooperation with



AND PRFU

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ORGANIZE

INTERNATIONAL CONFERENCE

SMC22

**The importance of implementing social marketing  
initiatives in influencing audience behavior**

**-Study and analysis of awareness campaigns in the field.**

16, 17 March 2022



**Conference Chairman**

**Dr. Sofiane Messalta**



## Introduction :

**Social marketing campaigns aim to change negative behaviors into positive ones by influencing the audience's knowledge and behaviors. Social marketing methods are characterized by the ability to reach a large number of audiences, especially at-risk groups. Social marketing campaigns also use the media in addition to specialized communication methods such as behavior change communications and direct interpersonal communication. All of these methods possess the ability to provide the target audience with the information and skills necessary to protect themselves, raise their level of self-efficacy, and prevent them from engaging in risky behaviors.**

**Social marketing is considered as a phenomenon that could be touched in many developed countries during the past decades, and the tendency of many developing countries to adopt it, given that marketing is the focus of any project's activity and its dynamic tool in achieving its goals, It is a multi-faceted activity with a pervasive influence, with multiple dimensions, even if its activities and**

functions are all directed to a single path and in the same direction to achieve the ultimate goal of the company, and It is a dynamic activity in all aspects that focus on health activity, as it is an activity that corresponds to all the variables that make up the marketing environment in which public health function. hence, public health marketing works to achieve harmony within society to work in an integrated manner to achieve public health goals, most of which center around issues related to traffic safety awareness to reduce traffic accidents In addition to the activities aimed at enhancing the level of awareness regarding the prevention of the spread of epidemics such as the emerging corona virus.

Also, educating youth groups about the seriousness of the effects of drug abuse and addiction, enhancing the concept of protection against the dangers of suffocation by carbon monoxide in homes, in addition to social marketing activities aimed at fighting poverty, and those related to preserving the environment, livestock and plants.

### The Conference Problem:

Although health is invaluable, health care costs money, and since prevention is better than cure, so raising awareness, raising the effectiveness of preventive safety, providing information about disease and giving advice has become the current trend towards adopting the concept of health promotion that looks at empowering the target groups of society in Decision making and implementation then work to encourage change in the natural and social environment and laws, which helps the success of change in unhealthy behavior to become healthy behavior and lead to the provision of health and happiness for the family and society.

**It also notes the lack of marketing planning for social campaigns in this field, in addition to the lack of measurement and evaluation of post-campaign results.**

Based on all this, the conference problem can be identified through the following question:

[To what extent do social marketing campaigns contribute to awareness, change attitudes and behaviors of the public, and increase public health awareness of its various issues?](#)

**This problem is divided into a group of questions that can be asked as follows:**

- **What are the foundations and pillars of public health and what are their specificities?**
- **What is the effect of social marketing campaigns in the field of public health in raising preventive safety measures for the target audience?**
- **What are the necessary mechanisms to measure the effectiveness of social marketing campaigns in the fields of public health, especially in the Algerian environment?**
- **How can successful international experiences in this field be benefited from and projected in Algeria?**

### Conference Objectives:

We seek through this conference to reach the following goals:

- 1. Defining the concept of social marketing to serve the community in general.**
- 2. Evaluating national efforts to raise awareness of the seriousness of traffic accidents.**
- 3. Reviewing international experiences to enhance the concept of traffic safety and reduce traffic accidents**
- 4. Learning about the ability of national awareness campaigns to combat the emerging corona epidemic as one of the diseases that have afflicted the world at the beginning of this year, and ways to overcome it.**
- 5. Evaluating the various campaigns in the context of combating drug abuse.**
- 6. Evaluating the various campaigns in the context of raising awareness of the dangers of suffocation with carbon muffle gas.**
- 7. Communicating with students of the third phase in the specializations of marketing and students of transport management and economics at the master's level, and those interested in the subject of social marketing, traffic safety issues, and the promotion of the concept of public health.**
- 8. Educate the public to participate in social marketing campaigns aimed at raising awareness of public health.**

## Conference axes

- 1) Conceptual framework of Social marketing.
- 2) Social marketing to promote the concept of traffic safety.
- 3) Social marketing to promote the concept of public health towards the emerging of corona virus pandemic covid 19.
- 4) Social marketing to enhance the concept of protection against the risks of carbon monoxide suffocation at homes
- 5) Social Marketing: Conceptual and applied frameworks of social programs for poverty reduction.
- 6) Social marketing to raise awareness of the dangers of spreading social evils (drug abuse, family violence, electronic game addiction, smoking...)
- 7) Social marketing to sensitize issues related to environmental protection and fragile systems.
- 8) Mechanisms and models needed to measure the effectiveness of social marketing campaigns in the fields of public health.
- 9) Successful international experiences, practices in social marketing.
- 10) Contributions of various official organization, national associations, and civil society to the success of all efforts in the prevention, awareness-raising, sensitization and behavioral change campaigns.

## CONFERENCE STAFF

Honorary Chairman of the conference	Pr Mohamed Elhadi Belatrech .University Setif <sup>1</sup> director
Chairman of the conference	Dr.Sofiane Messalta
General supervision	Dr. Chaouki bourakba, <b>Dean of the faculty</b>
	Pr.Sekkak Morad, <b>Head of Laboratory</b>
General Coordination	Dr.Regad Salima, <b>Head of Department</b>
President of the Scientific Committee	Dr.Sofiane Osmani
Vice President of the Scientific Committee	Dr.zdewi abderrahim
President of the Organizing Committee	Dr.hasna Mechri
Communication and advertising board	Marketing scientific club

## IMPORTANT DATES:

PAPERS DEADLINE SUBMISSION	20 / January/ 2022
CONFERENCE DATE	16 /17 March 2022

## CONFERENCE LINKS:

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- **E-mail** : socialmarketing.conf22@gmail.com
- **Website** : <https://ocs.univ-setif.dz/SMC22/SMC22>
- **Social Media Page** : <https://fb.com/social.marketing19>
- **Participation Terms File** : <https://bit.ly/3ssQc>
- **Post link** : <https://bit.ly/3EccA>