

A Chronology of key events in the development of Social Marketing Theory and Practice

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The table set an attempt to capture significant events and publications associated with the development of the application of social marketing since the 1960s. The chronology table does not attempt to represent the development of the social marketing concept itself. The table does, however, illustrate that social marketing has developed into a broad community of practice and research with global reach.

For the sake of brevity, the table does not record the opening of every specialist academic center or every major social marketing program or even the many key academic papers that have helped to shape contemporary practice.

Readers interested in a fuller exploration of the significance and development of social marketing theory and practice may wish to read:

- French, J. (2015). The Unfolding History of the Social Marketing Concept. In D. Stewart (Ed.), *The Handbook of Persuasion and Social Marketing* (Vol. 2: Conceptual, Theoretical and Strategic Dimensions). Santa Barbara, CA: Praeger.
- French, J. (2015). The Importance of Social Marketing History. *Social Marketing Quarterly*, 21(4), 191–193.
- Merritt, R. K., Kamin, T., Hussenöder, F., & Huibregtsen, J. (2017). The History of Social Marketing in Europe: The Story So Far. *Social Marketing Quarterly*, 23(4), 291–301.

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Pre 1960	Marketers and social programme planners begin to debate the application of marketing to social issues.
1964	Chandy et al from the Indian Institute of Management are commissioned by the Indian Government Central Family Planning Board to develop and publish proposals for family planning promotion using marketing as the core of the plan.
1967	USAID's International Contraceptive Social Marketing Project is initiated in India and subsequently introduced to other countries around the world in the 1970s including Jamaica in 1974.
1969	Levy and Kotler's article 'Broadening the concept of Marketing' is published making the case for marketing to be applied to solving social issues and the idea of Social Marketing is introduced. Luck challenges Levy and Kotler and makes the case for not stretching the marketing concept to include Social Marketing.
1969	USAID, DIFID and other donor agencies begin to commission and fund Social Marketing programmes in developed countries. Social Marketing begins to be applied to health programmes in the developed world.
1970	Population Services International is formed and rapidly develops and applies a Social Marketing approach to health development project implementation.
1971	The Phrase 'Social Marketing' is discussed and defined for the first time by Kotler and Zaltman in the paper "Social Marketing: An Approach to Planned Social Change" in the Journal of Marketing.
1973	The RARE Social Marketing organisation is founded which applies Social Marketing interventions to environmental programmes.
1974	The Canadian Federal Minister of Health, Marc Lalonde publishes 'A New Perspective on the Health of Canadians' which sets out the need for government action focused on modifying behaviour. It leads to the development of several sustained Social Marketing programmes.
1974	The Social Marketing Company, a not-for-profit agency is set up by the Bangladeshi Government to deliver Social Marketing health and development related interventions.
1978	AED the Academy for Educational Development begins its prolonged programme of implementing Social Marketing programmes with its oral rehydration programme in Africa.
1979	Rothschild's paper 'Marketing Communications in Non-Business Situations' is published in the Journal of Marketing.

1980	World Bank, World Health Organisation and Centres for Disease Control, Health Canada, and the Australia Government start to apply and promote interest in Social Marketing. USAID, DIFID and other national development agencies continue support for Social Marketing programmes.
1981	Health Canada becomes the first government agency to set up a Social Marketing Unit to lead its health programmes
1984	UNICEF task force report on the application of Social Marketing to enhance child survival rates.
1985	'Social Marketing New Imperatives for Public Health' is published giving a rationale for Social Marketing as part of public health and also tips for marketing and communication planning, plus example case studies.
1986	The first time Social Marketing is included in a training programme offered by the CDC. The course on Social Marketing: Theory into Action. Community Intervention Skills: The Essentials, is staged.
1988	Social Marketing principles are used to inform the delivery of key Australian Social Marketing programmes such as Quit, Anti-tobacco, and 'Slip, Slop, Slap' skin cancer prevention.
1988	1988: "Social Marketing and Public Health Intervention" an article in Health Education Quarterly is published by Lefebvre and Flora, reviewing social marketing application of social marketing in the field of public health.
1989	Publication of Kotler and Roberto's book 'Social Marketing: Strategies for Changing Public Behaviour'.
1990	Academic Social Marketing programmes are established in the US, Australia, UK, Canada, New Zealand. Social Marketing begins to be incorporated into developed countries health and environmental programmes.
1990	The Health Sponsorship Council is established in New Zealand with Social Marketing as one of its core functions.
1991	The Centre for Social Marketing is launched at Strathclyde University. The Centre grew from the Advertising Research Unit at the University which was launched in 1980.
1991	The first University of South Florida Conference on Social Marketing and Public Health. Over 20 events have now been run.
1993	The first Social Marketing web site at Health Canada
1994	The Social Marketing Quarterly is launched, based at the University of South Florida.
1994	The Centre for Social Marketing was created at Carleton University

1994	A new journal, Social Marketing Quarterly by Best Start Inc. and the Department of Public Health, University of South Florida, is launched.
1995	The Canadian Social Marketing Network website was launched to house public resources generated by Health Canada's Social Marketing division, and to offer a forum and network for those interested in Social Marketing
1995	The first edition of the Tools of Change workbook by Jay Kassirer and Doug McKenzie-Mohr is published.
1995	Andreasen's book, 'Marketing Social Change' is published which includes a focus on strategic thinking and customer centric planning.
1995	The first 'Innovations in Social Marketing' conference is held in Atlanta. Subsequent events are staged in 1996, 1997, 1999, 2003 and 2007.
1996	The Consensus Conference on the 'Future of Social Marketing' is hosted by Porter Novelli.
1996	A simple solution is published by Mushtaque, Chowdhury and Cash focused on using social marketing in low-income countries
1996	Tamborini edits and published Marketing Social Communication in Italy.
1997	The US Social Turning Point Social Marketing National Excellence Collaborative is launched and runs until 2006. A partnership of local, state, and national public health organizations to develop guidance and good practice in Social Marketing.
1997	The Social Marketing 'List serve' goes live. Launched by George Washington University
1998	'Marketing Public Health' is published by Siegel and Doner, making the case and giving examples about how Social Marketing can be applied to chronic and acute public health issues.
1998	The Open University distance learning Level 3 Social Marketing course (B324 Marketing and Society) is offered for the first time and continues to the present day.
1998	Joint UN, Aids 'Social Marketing. An effective tool in the global response to HIV/AIDS' guidance is published.
1998	The 'Tools of Change' website is created, offering specific community-based social marketing tools and case studies.
1998	CDCynergy social marketing planning tool is launched by CDC.
1999	The Social Marketing Institute is formed in Washington D.C. Alan Andreasen acts as executive director and launches the Social Marketing email list server, the first online Social Marketing network.

1999	Rothschild's paper 'Carrots Sticks and Promises' is published setting out a conceptual framework that includes Marketing influencing social behaviour.
1999	Epstein's book 'A manual for Culturally Adapted Social Marketing' is published which sets out the case and suggestions for ensuring that Social Marketing interventions are developed via co-creation and engagement.
1999	McKenzie-Mohr and Smith publish 'Fostering Sustainable Behaviour' 3 rd edition published in 2011. Introduces the notion of Community Based Social Marketing and the application of Social Marketing to environmental issues.
1999	Hands on social marketing is published by Weinreichn giving step by step guidance on running a social marketing programme. 2nd Edition is published in 2011
	Social Marketing begins to be embedded into mainstream social policy programmes and systems
2000	The Social Marketing National Excellence Collaborative is set up by a grant from the Robert Wood Johnson Foundation. The task was to grow the capacity of Social Marketing in the US public health system.
2000	The Robert Wood Johnson Foundation sponsors three pioneering Non-profit Marketing Summits and again in 2001.
2001	WHO launch its development of COMBI Social Marketing planning model for communicable disease. Final guidance published in 2012 following years of field testing and development.
2001	The University of South Florida offers a social marketing certificate program.
2001	Andreasen' book on 'Ethics in Social Marketing' is published and is the first book to deal exclusively with this issue.
2001	University of Lethbridge Canada launches the Centre for Socially Responsible Marketing.
2002	A. Andreasen publishes the six benchmark criteria for Social Marketing.
2002	Mendive publishes the first book on Social Marketing in Argentina.
2002	Hastings and Donovan call for a Social Marketing focus on "up-stream" policy, social and environmental behavioural determinants as well as individual and group influences on behaviour.
2002	Kotler, Roberto and Lee's book Social Marketing: Improving the Quality of Life is published.
2002	In Italy MKTS the Association of Social Promotion, social marketing and health communication is established.

2003	Rob Donovan's book: 'Social Marketing, Principles and Practice' is the first Social Marketing text book published in Australia.
2003	CDCynergy-Social Marketing Edition planning tool is launched, the 2 nd edition is launched in 2006. CDCynergy was an interactive training and decision support tool designed to plan Social Marketing and communication programmes.
2004	Mukherji publishes: 'An introduction to Social Marketing', the first book on Social Marketing to be published by an Indian author based on case studies and examples from India.
2004	The first Canadian SMART Conference was held (Social Marketing Advances in Research and Theory), and the first 'tools of change' webinar is held.
2004	EPODE a community-based approach to healthy living is launched in France with Social Marketing as one of its key component strategies. In 2011 the schemes international network is formed with 25 participating countries.
2004	The Centre for Social Marketing becomes The Institute for Social Marketing and moves to Stirling University.
2004	The National Coordination of Social Marketing is established in Italy with Giuseppe Fattori leading the programme.
2004	The first national governmental Social Marketing Strategy is developed in the UK.
2005	The UK National Social Marketing Centre is formed in London with a remit to develop good practice and capacity in Social Marketing.
2005	The 10 th annual conference on Innovations in Social Marketing and 16 th annual Social Marketing in Public Health conferences are held.
2005	The Centre of Excellence for Public Sector Marketing is opened in Canada
2005	The 10th annual conference for Innovations in Social Marketing is held in Baltimore the USA
2005	The 16th annual Social Marketing in Public Health conference is held in Florida
2006	'Social Marketing in the 21 st Century', by Alan Andreasen, describes the expanding role of Social Marketing.
2006	Social Marketing is included in the UK Environmental agency DEFRA strategic plan.
2006	'It's our Health', the UK Government sponsored first national review of Social Marketing is published.
2007	The UK Government publish the first national policy on Social Marketing.

2007	The National Institute for Health and Clinical Effectiveness begins to publish a series of systematic reviews that indicate that Social Marketing should form part of generic attempts at population level behaviour change in a number of specific areas including premature death, smoking, and alcohol and accident prevention.
2007	French and Blair-Stevens publish the eight UK National Benchmark criteria for Social Marketing.
2007	The First UK Social Marketing Conference is held in Oxford, UK
2007	Hasting's book 'Social Marketing, Why Should the Devil have all the Best Tunes' is published.
2007	The Institute of Social Marketing publish reviews of evidence demonstrating Social Marketing's effectiveness.
2008	The WHO Healthy Cities Conference focuses on Social Marketing.
2008	The 3 rd Edition of Kotler and Lee's book 'Social Marketing Influencing Behaviours for Social Good' is published.
2008	The First World Social Marketing Conference is held in Brighton UK.
2008	The UK government published the first National Social Marketing Strategy called Ambitions for Health.
2009	US Government health strategy 2020 includes requirements for Public Health departments to develop Social Marketing Capacity.
2009	The UK National Occupational Standards for Social Marketing is published.
2009	Operational Guide to Social Marketing is translated into Italian French, Blair-Stevens Giuseppe Fattori
2009	The Institute of Social Marketing (ISM-Open) is launched at the main campus of the Open University in Milton Keynes. UK.
2009	The Australian Association of Social Marketing is formed.
2009	Kotler and Lee publish their book 'Up and Out of Poverty'. It is focused on using Social Marketing to address poverty, social exclusion and inequality.
2009	The National Social Marketing Centre published its economic evaluation/value for money tools for Social Marketing.
2010	Cheng, Kotler and Lee publish their book 'Social Marketing for Public Health: Global Trends and Success Stories'.

2010	Donovan, R.J. and Henley, N. (2003). 'Principles and Practice of Social Marketing an International Perspective' 2 nd Edition Published by Cambridge University Press.
2010	French et al publish 'Social Marketing and Public Health, Theory and Practice' setting out new thinking re Strategic Social Marketing theory and how to apply Social Marketing in the policy field.
2010	The Australia National Preventative Health Agency established with a specific remit to co-ordinate across states and build Social Marketing capacity.
2010	The requirement that public health staff should receive Social Marketing training and capacity on Social Marketing should be increased is included for the first time in US Government policy as part of the National Health Promotion and Disease Prevention Objectives for the 2020 'Healthy People' strategy.
2010	The Australian International Social Marketing conference is held and repeated in 2012.
2010	The International Social Marketing Association is launched.
2011	World Social Marketing Conference is held in Dublin, Ireland.
2011	The Journal of Social Marketing is launched by Emerald Publishing.
2011	WHO Healthy Cities Programme for action recognises Social Marketing as a key tool for increased impact.
2011	French, Merritt and Reynolds book 'Social Marketing Case book' is published setting out the Total Process Planning Model and the Value Cost Exchange matrix plus case studies from around the world.
2011	Hastings, Angus and Bryant's book, 'Handbook of Social Marketing' is published containing a collection of seminal chapters by a wide range of leading thinkers and practitioners in the field.
2011	CDC systematic review of 'Health Communication & Social Marketing' is published endorsing the efficacy of applying the approach.
2011	The UK Government publish the second National Strategy for Social Marketing called 'Changing Behaviour Improving Outcomes'
2011	The World Marketing Summit is held in Bangladesh with a major focus on Social Marketing.
2011	The University of South Florida offers an online social marketing certificate program;
2012	The UK House of Lords review on Behaviour change is launched which endorses the application of Social Marketing as part of a broader approach to social behaviour change.

2012	The first European Social Marketing Conference is held in Lisbon, Portugal.
2012	The European Social Marketing Association Launched.
2012	Launch of the African Social Marketing Forum.
2012	The first-in-the-world MBA in social marketing and behavior change program is launched from the University of Stirling, Scotland.
2012	Hasting's book, 'Marketing Matrix' is published.
2012	WHO Europe published a new 2020 Health Strategy with commitment to the application of Social Marketing principles.
2012	Carlos Santos book, 'Melhorar a Vida Um Guia De Marketing Social' The first Social Marketing text book in Portuguese is published.
2012	McKenzie-Mohr, Lee Schultz and Kotler publish Social Marketing to protect the environment.
2012	iSMA and ESMA begin work on developing a consensus definition of Social Marketing. The final definition is published in 2013.
2013	The Third World Social Marketing Conference held in Toronto, Canada
2013	Eagle, Dahl, Hill, Bird and Spotswood's book on Social Marketing is published
2013	Lefebvre's book 'Social Marketing for social change' is published
2013	The first consensus definition of Social Marketing is agreed by International Social Marketing Association, the European Social Marketing association and the Australian Association of Social Marketing.
2013	A special issue of the European Journal of Marketing is published dedicated to Social Marketing edited by Dibb and Carrigan.
2013	The international Conference of social Franchising and Social Marketing takes place in Cochin India.
2013	The first consensus definition of Social Marketing is agreed by the iSMA, AASM and the ESMA (Subsequently endorsed by the North American Social Marketing Association in 2016)
2013	'Social Marketing in India' is published by Deshpande and Lee
2013	The First global conference on Social Marketing and Social Franchising is held in Cochin India.
2014	The Second European Social Marketing Conference is Held in Rotterdam.

2014	Social marketing research centre launched at Griffiths University Australia
2015	The Third World Social Marketing Conference is Held in Sydney Australia
2015	Three volume Persuasion and Social Marketing Edited by Stewart is published.
2015	Strategic Social Marketing' published by French and Gordon published
2015	The book 'Segmentation in Social Marketing' edited by Dietrich, Rundle-Thiele and Kubacki is published
2015	iSMA publish academic course competency criteria.
2016	First technical Guide to Social Marketing published by the European Centre for Disease Control, Authors French and Apfel
2016	The book 'Social Marketing, From Tunes to Symphonies' by Hastings and Domegan is published.
2016	The Third European Social Marketing Conference is Held in Espoo Finland
2016	First Agents of Change Summit San Diego
2016	North American Social Marketing Association formed
2017	World Social Marketing Conference held in Washington USA
2017	Segmentation in social marketing is published edited by Rundle-Thiele and Kubacki.
2017	First set of consensus Social Marketing principles endorsed by iSMA and all other Social Marketing Associations.
2017	Policy Making for Citizen behavioural change by Lee is published
2017	The Second Edition of Social Marketing and public health, edited by French is published.
2017	African Social Marketing conference held
2018	Latin American Social Marketing Association formed
2018	4th European Social Marketing Conference is held in Antwerp Belgium
2018	4th Australian and Pacific Social Marketing conference is held in Singapore
2018	Second Agents of Change Summit held in San Diego USA
2018	iSMA and all federated social marketing associations begin work of developing social marketing ethics principles.

2018	The BEST Centre for Behavioural Economics, Society and Technology is launched at Queensland University of Technology Australia that combines expertise from behavioural sciences and, Social Marketing.
2019	World Social marketing conference held in Edinburgh Scotland
2019	The First Social Marketing research centre is established in France at the Université Paris-Saclay.
2020	Broadening cultural horizons in social marketing published by Eagle & Bhati
2020	Social marketers around the world make contributions to local, national and regional Covid-19 pandemic programmes
2020	French and Gordon publish second edition of 'Strategic Social Marketing' repositioning social marketing as a systems intervention process
2021	WHO Behavioural Working group is formed and includes social marketing experts and explicit reference to the role of social marketing in developing and delivering effective behavioral influence programmes.
2021	The First Social Marketing research centre is established in Japan at Doshisha University
2021	UN, UNITAR training organisation launches training modules of applying social marketing planning processes to reduce road traffic accidents and increase Covid vaccine uptake
2021	African Social Marketing Association is formed
2021	WHO publish technical guidance on principles of effective behavioral influence including inputs from Social Marketing
2021	Social Marketing professional standards group and code of ethics working group are established by the International Social Marketing Association.
2022	Social Marketing encyclopaedia published Fourali and French
2022	5 th European social marketing conference held in Thessaloniki Greece
2022	World social marketing conference held in Brighton UK.
2022	Success in Social Marketing 100 case studies from around the world published by Lee and Kotler
2022	First Drafts iSMA Ethics principles guide published
2022	iSMA Professional standards statement published for consultation
2022	African Social Marketing association is formed

2022	Social Marketing networks established in Moldova, Indonesia, Vietnam, Japan, Spain, Portugal and Slovenia
2022	20 th Social Marketing Confrence held at the University of Southern Florida
2023	First African Social Marketing Association confrence held in Johannesburg South Africa April 24 th – 26th
2023	World Social Marketing confrence held in Cali Colombia 23 rd – 25 th October
2023	First globally endorsed statement of ethics in social marketing published by iSMA in May
2023	First globally endorsed standards of practice in social marketing published by iSMA in June

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