



*iSMA seeks to capture and spread good practice in Social Marketing internationally. iSMA supports the translation of the global consensus definition of Social Marketing into as many languages as possible as part of this process of sharing best practice. Our thanks go out to those who have helped in developing this first translation into Arabic.*

### **The Global Consensus Definition of Social Marketing:**

“Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviour that benefit individuals and communities for the greater social good. Social Marketing practice is guided by ethical principles. It seeks to integrate research, best practice, theory, audience, and partnership insight, to inform the delivery of competition sensitive and segmented social change programmes that are effective, efficient, equitable, and sustainable.”

### **Arabic translated definition:**

#### **التعريف المُجمَع عليه عالمياً للتسويق الاجتماعي:**

التسويق الاجتماعي هو مجال يسعى إلى تطوير ودمج مفاهيم التسويق مع مناهج أخرى للتأثير على السلوكيات التي تعود بالفائدة على الأفراد والمجتمعات للرفع الاجتماعي الأكبر.

تسترشد مهنة التسويق الاجتماعي بالمبادئ الأخلاقية حيث تسعى إلى دمج الأبحاث وأفضل الممارسات والنظريات ورؤى الجمهور والشركاء لتقديم برامج التغيير الاجتماعي التنافسية والمُجزئة ذات الكفاءة والفاعلية والإنصاف والاستدامة.

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