



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.

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.”

Malay (Bahasa Melayu) translation:

Pemasaran Sosial berusaha untuk membangunkan dan menyepadukan konsep pemasaran dengan pendekatan lain untuk mempengaruhi tingkah laku yang memberi manfaat kepada individu dan komuniti untuk kebaikan sosial yang lebih besar. Amalan Pemasaran Sosial dipandu oleh prinsip etika. Ia bertujuan untuk menyepadukan penyelidikan, amalan terbaik, teori, khalayak dan pandangan perkongsian, untuk memaklumkan penyampaian program perubahan sosial yang sensitif dan terbahagi kepada persaingan yang berkesan, cekap, saksama dan mampan.

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