

# Master's thesis research in social marketing (1971-2015)

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## Abstract

**Purpose** – Limited attention has been given to the study of social marketing at the graduate level. Such a study not only reveals research interests and trends, but also provides insights into the level of academic evolution or maturity of the social marketing field. This paper aims to examine social marketing as the subject of master's theses.

**Design/methodology/approach** – A search strategy found 266 social marketing-focused master's theses completed from 1971 to 2015. These theses were analysed by host countries, institutions, disciplinary contexts and degree programmes for which they were submitted.

**Findings** – Only four theses were submitted from 1971-1980 and eight completed in 1981-1990. The number of theses increased to 35 in 1991-2000, 118 between 2001 and 2010 and 101 in the past five years (2011-2015). The USA was the leading producer of social marketing master's theses, followed by Canada, Sweden, China, South Africa, the UK and Kenya. A majority of theses were housed in the disciplines of business, health and communication, and none of them was submitted for a Master of Social Marketing degree.

**Originality/value** – This is the first study that investigates master's theses with an exclusive focus on social marketing. Implications for the evolution, learning and teaching of social marketing are provided.

**Keywords** Social marketing, Behaviour change, Discipline, Dissertation, Master's thesis, Degree programmes

**Paper type** Research paper

## Introduction

The widespread use of social marketing as an innovative approach to promoting behaviour change (Andreasen, 2003; Rundle-Thiele, 2015) and the recognition by many governments (Lefebvre, 2013) that it contributes significantly to improved health and well-being of individuals and communities have fuelled the growth of social marketing as an academic field of study (Buyucek *et al.*, 2015). This growth is reflected by the increasing number of refereed journal articles, academic conferences, the creation of professional membership associations (e.g. the International Social Marketing Association, the European Social Marketing Association, the Australian Association of Social Marketing, the Social Marketing Association of North America and the Finnish Social Marketing Association) and



the establishment of two scholarly journals that are exclusively dedicated to social marketing research and practice (i.e. *Social Marketing Quarterly* and *Journal of Social Marketing*) (Beall *et al.*, 2012). Furthermore, increased interest in social marketing is demonstrated by the fact that many peer-reviewed journals have published special issues examining various aspects of social marketing (e.g. *European Journal of Marketing*, *Journal of Macromarketing*, *Journal of Marketing Management*; Dibb and Carrigan, 2013; Kennedy and Parsons, 2015; Newton *et al.*, 2016).

Perhaps the most significant development during the past years has been the migration of social marketing from its initial close identification with the promotion of individual-level change (Andreasen, 2002, 2003) towards a broader conception of its application to engender changes at the institutional level (i.e. upstream) (Lefebvre, 2013). Theoretical debates in the field have also led to a line of inquiry that is concerned with the potential efficacy of social marketing in inducing changes in the broader environment that surrounds the individual, which has been referred to as “systems-thinking social marketing” (Domegan *et al.*, 2016), “social macromarketing” (Lefebvre, 2013), or “macro-social marketing” (Kennedy and Parsons, 2015). Such a systems approach to social marketing is consistent with the development in other fields to which social marketing is closely related such as health science (Adam and de Savigny, 2012) and marketing (Layton, 2007).

In terms of education and training, social marketing has become a subject of undergraduate degree programmes in many countries. Kelly (2009, 2013) found that a large majority of social marketing courses are taught in the USA and provided by business, communications and public health departments. Many universities in the UK, Australia, Canada, China and Israel are also offering social marketing courses or programmes (Kelly, 2009, 2013). In addition, social marketing has been increasingly chosen as a subject for study at the graduate level. Truong *et al.* (2014) identified 93 doctoral-level social marketing dissertations completed from 1971 to 2013, most of which were undertaken in US and UK educational institutions and came from the fields of health, education, business administration, marketing, communications and psychology. Truong (2017) has expanded this result, finding 209 social marketing-focused doctoral dissertations completed around the world between 1971 and 2015. However, little attention is given to the study of social marketing at the master's level. This is despite early scholars (Andreasen, 2002) having argued that to be recognised as an academic discipline, social marketing needs, among other things, to become an accepted area of research study that increases the field's conceptual and theoretical bases and makes contributions to other related fields. Andreasen (2002) also emphasised the need to create a master's degree programme in social marketing as a means to train future generations of social marketers. Research into the graduate-level study of social marketing is important because it helps to inform the academic stature of social marketing (Andreasen, 2002), reveals research interests and trends (Ysseldyke and Pickholtz, 1975) and provides insights into the “level of sophistication of research” in the field (Faulkner *et al.*, 2003, p. 304). Indeed, Ysseldyke and Pickholtz (1975, p. 264) argued that “perhaps the best indicator of research interests and trends in a particular field is a review of theses and dissertations”. From an institutional perspective, the number of theses and dissertations completed at a university, alongside the volume of its published research, often influences public perception of the quality of its programmes. Such information, while useful to those in the discipline, may also be of interest to alumni, prospective graduate students, faculties, industry and accrediting agencies. Furthermore, it helps to inform deans of schools and/or department heads with respect to curriculum development/change (Truong, 2017).

The past decades have witnessed the growing popularity of the master's thesis, which often serves as a substitute for the master's examination that has been criticised for only

testing students on a “standard” body of knowledge in a particular discipline (Semenza, 2005). At the same time, the shift towards professionalism in the social sciences has led many universities to require a master’s thesis, which is generally a longer project that can be viewed as a preparation for writing the dissertation and/or publishing. It has been acknowledged by many universities that significant improvements to learning and teaching quality are only possible based on continued research (Denby *et al.*, 2008). On a broader scale, increased interest in the thesis is driven by many governments’ recognition of research as a means of building a knowledge economy and shaping a nation’s future through fostering innovation and critical thinking (Balaban and Wright, 2014). Overall, the thesis requirement varies substantially from one country/university/academic department/degree programme to another. In many universities, the thesis involves students working on a sizeable research project under the close supervision of an advisor or committee, whereas in others, students are only required to hand in a revised or expanded seminar paper (Semenza, 2005). In most cases, a thesis is undertaken and authored by a single student. However, in others a thesis may be co-conducted and thus co-authored by a group of students (Semenza, 2005).

The master’s thesis has been a subject of research in many fields that are related to social marketing to a greater or lesser extent. Tindall (1968) examined master’s and doctoral theses in school psychology with respect to status (complete, incomplete, published) and purpose of study. Of the 125 programs surveyed, 52 had students involved in masters’ theses, doctoral dissertations and non-thesis research. With respect to the purpose of study, 22 per cent of the student research addressed assessment-evaluation, 17 per cent personality, 12 per cent special education, 11 per cent educational methodology, 10 per cent experimental learning, 10 per cent social-educational issues, 6 per cent developmental, 5 per cent interventions, 4 per cent professional issues and 3 per cent “other” (Tindall, 1968). Tindall’s (1968) work has inspired subsequent research within psychology and beyond. Many of these are concerned with the study experience of master’s students and the supervisor–student relationship. For example, Demb and Funk (1999) interviewed 24 alumni of a higher education/student affairs program, identifying four areas of growth being attributed to completing a thesis: personal development, skills development, content expertise and relationship management. Faculty advisors were identified as critical to the success of the thesis (Dillon and Malott, 1981; Wohlin and Regnell, 1999; Anderson *et al.*, 2006; Host *et al.*, 2010; de Kleijn *et al.*, 2012). Other studies investigate examiners’ assessment of the quality of the master’s thesis (Bourke and Holbrook, 2013), thesis structure (Samraj, 2008), citation patterns (Zipp, 1996; Kushkowsky *et al.*, 2003; Waugh and Ruppel, 2004; Sherriff, 2010; Samraj, 2013), use of research methods (Dellgran and Hojer, 2001), as well as publication rates (Dhaliwal *et al.*, 2010). In the field of tourism, Meyer-Arendt (2000) analysed 22 master’s and 66 doctoral theses in tourism geography over the period 1951-1998, suggesting that the 1990s was the most productive period of graduate-level research in this field and that Canadian institutions were leaders in producing master’s graduates in tourism geography. Other studies on postgraduate tourism research have also been conducted. Hall and Pedrazzini (1989) used a combination of paper-based and online searches to identify 28 Australian dissertations, most of which (86 per cent) were produced for master’s degrees.

This article examines the evolution of social marketing as the subject of master’s theses over 45 years, from 1971 when the social marketing concept was formalised by Kotler and Zaltman to the end of 2015. Drawing upon Andreassen’s (2002) suggestion of the need to examine the graduate-level study of social marketing, prior research in the social marketing field (Kelly, 2009, 2013; Truong *et al.*, 2014), as well as others in cognate disciplines (Tindall, 1968; Meyer-Arendt, 2000), this article seeks to answer four research questions:

- RQ1. How many social marketing master's theses have been completed in the study period?
- RQ2. What is the distribution of those master's theses by country and institution?
- RQ3. What are the disciplinary contexts of social marketing-focused master's theses?
- RQ4. What are the specific degree programmes for which those theses were submitted?

## Method

The past few years have seen an increase in the number of tools for identifying and cataloguing scholarly material. Particularly, the advent of the internet has allowed for the blossoming of online databases, making it much easier and quicker to search for theses and dissertations from most parts of the world. As a result, researchers can conduct faster, more systematic and therefore more thorough analyses than ever before.

To identify master's theses that focused on social marketing, this study made use of the *Proquest Dissertations and Theses* database which is a major source of master's theses and doctoral dissertations and has been utilised by previous studies in social marketing (Truong, 2017) and cognate fields (Ysseldyke and Pickholtz, 1975; Adams and White, 1994). However, as not all theses are archived in *Proquest*, an additional 30 databases (Table AI) were mined to ensure that relevant theses were not overlooked. In each of these databases, a wide variety of English-language keywords identified from previous studies (Buyucek *et al.*, 2015; Truong, 2016, 2017) were combined (and their plural forms where applicable). These included, but were not limited to, "social marketing", "master's thesis", "dissertation", "behaviour change", "public health", "promotion", "communication", "physical activity", "obesity", "sanitation", "HIV/AIDS", "healthy eating", "sustainability" and "environment". This search strategy resulted in 758 master's theses.

The titles and abstracts of the identified theses were examined to determine their social marketing focus. A thesis was deemed to focus on social marketing if it involved the design, implementation and/or evaluation of one (or more) social marketing programmes, sought to advance the theoretical aspects of social marketing or used social marketing as (part of) a conceptual framework (Truong, 2017). In a majority of cases, this focus was clear. In other cases, the table of content and even the full text were read to determine if a particular thesis had a social marketing focus. Although judging the focus of a thesis by its title and abstract may not be complete, this approach has been used in previous studies in other fields of research (Onrust *et al.*, 2016) and is seen as a rigorous and established method of assessing the nature of dissertation research in a particular field of study (Adams and White, 1994).

The 266 theses that met the specified inclusion criteria were added into a Microsoft Office Excel 2010 database. This data set included author's name, year of graduation, thesis title, institution, country, disciplinary context and degree programme for which a thesis was submitted. "Institution" refers to the university where a thesis was undertaken, and "disciplinary context" means the academic school, department or faculty that housed a particular thesis. Results are tabulated and summarised using descriptive statistics.

## Results

The results are a representation of 266 master's theses and are organised into four main sections:

- (1) number of social marketing master's theses;
- (2) distribution of theses by country and institution;

- (3) disciplines that housed social marketing master's theses; and
- (4) degree programmes for which the theses were submitted.

### *Number of social marketing-focused master's theses*

Up to the end of October 2016, 758 master's theses were found, wherein 266 met the specified inclusion criteria. These were excluded if they were completed after 2015 or were not social marketing programs (e.g. "social media marketing" in their keywords or only provided some implications for social marketing while largely focusing on other fields such as public health). Those written in other languages than English were also excluded. A full list of the 266 social marketing-focused theses is provided in [Table AII](#). These theses vary greatly in length (from around 50 pages to more than 200 pages) and were submitted either in fulfilment or partial fulfilment of a master's degree programme. In most cases, a thesis was undertaken by a single student. In some other cases, a thesis was co-authored by a group of students, which was marked with a (\*) in [Table AII](#).

Of the identified theses, four (1.5 per cent) were submitted in the period 1971-1980, all of which were undertaken in US educational institutions. The first thesis was completed at California State University in 1973, two years after the social marketing concept was introduced ([Kotler and Zaltman, 1971](#)), and the first social marketing doctoral dissertation was completed ([Kaufman, 1971](#)). Two of the four theses completed in this period focused on smoking prevention. This may be explained by the counter-culture movement of the 1960s that coincided with the US involvement in the Vietnam War and where young adults sought to reject the cultural standards and norms of behaviours of their parents. Nearly half of US adults reportedly smoked ([Caplow et al., 1994](#)), and it was at that time when several agencies and interest groups such as the American Cancer Society and the National Institute on Drug Abuse started sponsoring mass media anti-smoking campaigns and university research ([Caplow et al., 1994](#)).

The number of theses remained modest in the next period: only eight (3 per cent) were identified. This is somewhat understandable given the slow growth of the social marketing field in the USA at this time, when marketing academics shifted their social focus to what was called "the dark side of the marketplace": issues of consumer exploitation, discrimination against disadvantaged customers, and environmental pollution ([Andreasen, 2003](#), p. 295). At the same time, it took time for the social marketing concept to be picked up by researchers outside the USA. However, from 1991 onwards master's level social marketing theses increased remarkably, numbering 35 (13.2 per cent) in the period 1991-2000 and 118 (44.4 per cent) between 2001 and 2010. In particular, the past five years (2011-2015) alone account for about 1/3 (101 theses; 38 per cent) of the identified theses. This can be explained in several ways. Theoretically, since the 1990s, the nature of social marketing has been recognised as being about changing behaviours instead of ideas ([Andreasen, 2003](#)). A growing evidence base also showed the efficacy of social marketing as a behaviour change approach which has been demonstrated in various fields other than health and its potential continues to be explored in different disciplines and contexts. In addition, more governments have recognised that many critical social problems, such as climate change, are caused by human behaviours and thus could be ameliorated by behaviour change ([Takahashi, 2007](#)). Furthermore, in recent years social marketing has been accepted as a subject for study at the undergraduate ([Kelly, 2009, 2013](#)) and graduate ([Truong et al., 2015](#)) levels in many universities, allowing interested students to conduct research on social marketing.

*Social marketing master's theses by country and institution*

**Table I** indicates that nearly 60 per cent of the identified theses were conducted in North America, where the USA was the leading producer of master's level social marketing theses (129 theses; 48.5 per cent). Canada was the second most productive country with 27 theses that accounted for 10.2 per cent. Sweden and China came third, each contributing 14 theses or 5.3 per cent. This finding is not surprising, given that the social marketing concept was first introduced in the USA. The first social marketing publication outlet, i.e. *Social Marketing Quarterly*, was also founded (1994) in the USA. In addition, the US government has attached importance to the role of social marketing in improving public health. For example, the US Department of Health and Human Services' *Healthy People 2020* document set out to increase social marketing in health promotion and disease prevention (Lefebvre, 2013). Furthermore, more social marketing courses are taught in the USA than any other countries as noted above. Likewise, the Canadian government has recognised the role of social marketing since the 1970s, sponsoring the ParticipACTION campaign in 1971 with the goal of increasing

Country	No. of theses	Percentage of theses overall
North America		
USA	129	48.5
Canada	27	10.2
<i>Europe</i>		
Sweden	14	5.3
UK	12	4.5
The Netherlands	6	2.3
Denmark	5	1.9
Finland	2	0.8
Germany	2	0.8
Switzerland	2	0.8
Belgium	1	0.4
Cyprus	1	0.4
Ireland	1	0.4
Lithuania	1	0.4
Slovenia	1	0.4
<i>Africa</i>		
South Africa	13	4.9
Kenya	12	4.5
Ghana	2	0.8
Tanzania	1	0.4
<i>Asia</i>		
China <sup>a</sup>	14	5.3
India	3	1.1
Thailand	3	1.1
Lebanon	2	0.8
Japan	1	0.4
<i>Oceania</i>		
Australia	6	2.3
New Zealand	5	1.9
Total	266	100

**Note:** <sup>a</sup>Including Taiwan, Hong Kong and Macau

**Table I.**  
Social marketing  
master's theses by  
country

Canadians' participation in physical activities. In 1974, it published the *New Perspective on the Health of Canadians* report which stressed that a healthy public health policy also embraces human biology, lifestyle and the socio-economic environment in addition to a quality health-care system. This report opened door to the idea that governments should also be involved in modifying behaviours and marketing social change (Lagarde, 2015).

South Africa was the fourth leading producer of social marketing master's theses (13 theses; 4.9 per cent), followed by the UK and Kenya, each of which contributed 12 theses or 4.5 per cent. This may be explained by the fact that African countries, along with their Asian counterparts, were among the first recipients of funding from international development agencies and non-profit organisations, such as USAID, to implement social marketing campaigns preventing HIV/AIDS and malaria and promoting family planning (Truong *et al.*, 2015). Another possible explanation is that African countries are facing many health and social issues that can be ameliorated by behaviour change such as physical activity (Evans *et al.*, 2009; Draper *et al.*, 2010), sanitation (Makutsa *et al.*, 2001) and environmental protection (Herbig and Warchol, 2011). Meanwhile, the UK is known for having used social marketing to solve social and health-related issues for years, where the government has given substantial attention to social marketing (French, 2009) and academic institutions have contributed significantly to shaping the social marketing body of knowledge (Truong, 2014).

Significantly, only a small number of theses were completed in Australian (6; 2.3 per cent) and New Zealand (5; 1.9 per cent) educational institutions although high research interest in social marketing has been observed in these countries. A potential explanation for this is that a large number of theses were conducted at the Honours and doctoral thesis level. For example, till the time of writing this article a total of 20 social marketing-focused Honours theses were completed at the Social Marketing @ Griffith Research Centre alone. Although the term "Honours degree/thesis" has different meanings in the context of different degree programmes and/or education systems, in this study it is not considered a master's degree/thesis.

Table II lists 19 universities that produced the greatest number of theses over the study period. Universities that have multiple campuses are reported as one institution. Of these, seven are in the USA, three in Canada, two in Sweden, one in Kenya, one in China, one in Denmark, one in The Netherlands, one in Thailand, one in the UK and the other in South Africa.

As Table II illustrates, the University of Nairobi and University of Texas topped the list with each producing 11 theses (4.1 per cent). The University of Washington was the second most productive with ten theses accounting for 3.8 per cent, followed by Colorado State University and National Sun Yat-sen University, each of which contributed seven theses (2.6 per cent). Many universities on this list are known for their high-ranked school of public health that provides quality graduate programmes, such as the University of Texas, University of Washington and Ohio State University (US News and World Report, 2015).

#### *Disciplinary contexts of social marketing master's theses*

Table III indicates that the identified master's theses on social marketing were housed in a wide range of disciplinary contexts, with business being engaged in the largest number of theses (66 theses; 24.8 per cent). The discipline of health provided the study context for 44 theses (16.5 per cent), followed by communication (36 theses; 13.5 per cent) and agricultural sciences (25 theses; 9.4 per cent). The disciplines of education and humanities housed an equal number of master's theses over the study period (11 theses or 4.1 per cent each),

Name of educational institution	Country	No. of theses	Percentage of theses overall
University of Nairobi	Kenya	11	4.1
University of Texas	USA	11	4.1
University of Washington	USA	10	3.8
Colorado State University	USA	7	2.6
National Sun Yat-sen University	China	7	2.6
Massachusetts Institute of Technology	USA	6	2.3
Ohio State University	USA	5	1.9
Imperial College London	UK	4	1.5
University of British Columbia	Canada	4	1.5
Aarhus University	Denmark	3	1.1
Blekinge Institute of Technology	Sweden	3	1.1
California State University	USA	3	1.1
Erasmus University	Netherlands	3	1.1
Lund University	Sweden	3	1.1
Mahidol University	Thailand	3	1.1
University of Calgary	Canada	3	1.1
University of Cape Town	South Africa	3	1.1
University of Lethbridge	Canada	3	1.1
University of Wisconsin	USA	3	1.1
Top 19 institutions	–	95	35.7

Master's thesis  
research

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**Table II.**  
Social marketing  
master's theses by  
institution

Discipline	No. of theses	Percentage of theses overall
Business	66	24.8
Health	44	16.5
Communication	36	13.5
Agricultural Sciences	25	9.4
Education	11	4.1
Humanities	11	4.1
Economics	8	3.0
Biological Sciences	7	2.6
Earth and Ocean Sciences	5	1.9
Engineering	5	1.9
Geography	4	1.5
Psychology	4	1.5
Political Science	2	0.8
Other	38	14.3
Total	266	100

**Table III.**  
Disciplinary contexts  
of social marketing  
master's theses

whereas economics was the study context for eight theses (3 per cent). This finding confirms that business, health and communication are the predominant study contexts for social marketing at both undergraduate (Kelly, 2013) and graduate levels. Furthermore, it may suggest that there remains a perception of social marketing being a tool of promoting health behaviours (communication only). As a result, very few theses were housed and explored the potential of social marketing in other disciplines such as geography, psychology and anthropology.



*Degree programmes for which social marketing master's theses were submitted*

This section examines the specific degree programmes for which the identified theses were submitted over the study period. [Table IV](#) indicates that the identified 266 theses were submitted to a wide range of degree programmes, with the Master of Business Administration being the most popular (37 theses; 13.9 per cent). This is followed by the Master of Environmental Science/Studies and Master of Urban/City/Community Studies/Planning degree programmes (18 theses or 6.8 per cent each). The Master of Public Health degree programme was the third most popular, with 17 theses submitted (6.4 per cent). In all, 12 theses were completed for the Master of Marketing degree programme, accounting for 4.5 per cent. [Table IV](#) also indicates that none of the identified theses was submitted for a Master of Social Marketing degree.

[Table IV](#) does not seek to distinguish the types of the master's degrees (e.g. Master of Arts, Master of Science or Master of Philosophy) for which the identified theses were submitted. Rather, it analyses the titles of the degree programmes for which the identified theses were submitted. Therefore, the Degree Programme column uses the short form of "Master of [...]" followed by a discipline or profession, instead of the full (and formal) form of "Master of Arts/Science/Philosophy in [...]". Also, the disciplinary context ([Table III](#)) and the degree programme ([Table IV](#)) of a thesis may not be the same. For example, [Zhang's \(2009\)](#) thesis was housed in the Imperial College London Business School (thus "business" as the disciplinary context in [Table III](#)) but the specific degree programme for which it was submitted was the Master of International Health Management (thus the degree programme was in the "health" category in [Table IV](#)).

**Discussion**

While some prior research has examined the extent to which social marketing is taught at the undergraduate level ([Kelly, 2009, 2013](#)), limited attention is given to the study of social marketing at the graduate level. To fill this gap in knowledge, this article has examined master's theses that focused on social marketing. Regarding *RQ1*, this study has identified 266 social marketing-focused master's theses completed around the world from 1971 to 2015, a number which is comparable to that of social marketing-focused doctoral dissertations ([Truong, 2017](#)). Of these, only four theses were completed in the period 1971-1980, eight between 1981 and 1990, 35 from 1991 to 2000 and 118 in the period 2001-2010. It is predicted that the number of social marketing master's theses will continue to increase considerably in the years to come, given that the past five years (2011-2015) alone have produced 101 theses that account for nearly 40 per cent of the total number of theses identified.

*RQ2* involves the distribution of social marketing master's theses by country and institution. Prior research has suggested that substantial proportions of social marketing journal articles and doctoral dissertations ([Truong et al., 2014](#)) were produced in North American countries. Similarly, this study found that nearly 50 per cent of the identified master's theses were undertaken in US educational institutions ([Table I](#)), whereas 27 theses (10.2 per cent) were produced by Canadian educational institutions over the study period. In addition, this study has found that thesis research on social marketing has also been undertaken in other countries in Europe, Asia and Africa. A number of European, Asian and African educational institutions are leading producers of social marketing-focused master's theses ([Table II](#)). If this trend continues, the social marketing field should benefit a great deal given that the potential of social marketing will be explored in different contexts and from new perspectives. This is particularly important because it will highlight additional international contributions to the development of social marketing instead of social

Field of degree <sup>a</sup>	Degree programme <sup>a</sup>	No. of theses	Percentage of theses overall	Master's thesis research
Business	Master of Business Administration	37	13.9	
	Master of Marketing	12	4.5	
	Master of Management	5	1.9	
	Master of Marketing Management	4	1.5	
	Master of Leadership	3	1.1	
	Master of (International) Business Communication	2	0.8	
	Master of Business Science	2	0.8	
	Master of International Marketing	2	0.8	
	Other	5	1.9	
	Health	Master of Public Health	17	
	Master of Kinesiology/Exercise Science	7	2.6	
	Master of Health Science	5	1.9	
	Master of Dietetics	3	1.1	
	Master of Health Promotion	3	1.1	
	Master of International Health Management	3	1.1	
	Master of Public Health Management	3	1.1	
	Master of Health Education	2	0.8	
	Other	4	1.5	
Communication	Master of Communication	8	3.0	
	Master of Mass Communication	7	2.6	
	Master of Communication Studies/Science	6	2.3	
	Master of Advertising	5	1.9	
	Master of Public Relations	4	1.5	
	Master of Journalism	2	0.8	
	Other	3	1.1	
Agricultural Sciences	Master of Environmental Studies/Science	18	6.8	
	Master of Food/Food Science	5	1.9	
	Master of Water/Water Management	2	0.8	
	Other	5	1.9	
Education	Master of Education	5	1.9	
	Other	6	2.3	
Humanities	Master of Graphic Design/Visual Communication	4	1.5	
	Master of Fine Arts (General)	2	0.8	
	Master of English Studies	1	0.4	
	Master of International Humanitarian Assistance	1	0.4	
	Master of International Studies	1	0.4	
	Master of Latin American Studies	1	0.4	
	Master of Middle Eastern Studies	1	0.4	
	Master of Nutrition/Nutritional Science	8	3.0	
Biological Sciences	Master of International Nutrition	1	0.4	
	Master of Psychology (General)	4	1.5	
Psychology	Master of Health Psychology	1	0.4	

(continued)

**Table IV.**  
Degree programmes for which social marketing master's theses were submitted

Field of degree <sup>a</sup>	Degree programme <sup>a</sup>	No. of theses	Percentage of theses overall
Engineering	Master of Construction Management	2	0.8
	Master of Electrical Energy Engineering	1	0.4
Economics	Master of Environmental Technology	1	0.4
	Master of Economics	3	1.1
Earth and Ocean Sciences	Master of Marine Science/Affairs	2	0.8
Political Science	Master of International Affairs and Governance	2	0.8
Geography	Master of Geography	1	0.4
Other	Master of Urban/City/Community Studies/Planning	18	6.8
	Master of Landscape Architecture	3	1.1
	Master of Human Nutrition	2	0.8
	Master of Consumer Science	1	0.4
	Master of Culture, Communication and Globalisation	1	0.4
	Master of Energy Studies	1	0.4
	Master of Interdisciplinary Studies	1	0.4
	Master of International Development Studies	1	0.4
	Master of Public Affairs	1	0.4
	Master of Recreation	1	0.4
	Master of Recreation and Sport Management	1	0.4
	Master of Social Studies	1	0.4
	Master of Social Work	1	0.4
	Master of Sustainable Development	1	0.4
	Total		266

**Table IV.** Source: <sup>a</sup>Adapted from the US National Science Foundation's (2016) classification of fields of study

marketing as having been primarily investigated in developed country contexts (Lefebvre, 2013; French, 2015).

RQ3 concerns the disciplinary contexts of social marketing master's theses. This study has found that the disciplines of business, health and communication provided the study context for a large majority of the identified master's theses on social marketing (Table III). This finding is somewhat understandable because more social marketing courses have been taught in these disciplines than in any others (Kelly, 2009, 2013). These disciplines have also housed a majority of doctoral dissertations on social marketing (Truong *et al.*, 2014). In contrast to Truong *et al.* (2014) who indicated that the disciplines of education and psychology were the study context for a considerable number of doctoral-level social marketing dissertations, the present study has found only a limited number of master's level social marketing theses housed in these disciplines (Table III). Overall, the identified master's level social marketing theses were housed in a wide range of disciplines. On the one hand, this finding confirms that social marketing has now been an accepted subject for study at the graduate level in many different disciplines. On the other, it indicates that there is a lack of a clear "academic home" for master's

students to conduct social marketing research. This is despite a number of social marketing centres and institutes having been established in universities in the USA (e.g. University of South Florida Centre for Social Marketing), the UK (e.g. University of Stirling Institute for Social Marketing, University of the West of England Bristol Social Marketing Centre), and Australia (e.g. Social Marketing @ Griffith; Centre for Health and Social Research), among others (Andreasen, 2003; Lefebvre, 2013).

The lack of a clear "academic home" where social marketing research can be undertaken perhaps helps to explain for the fact that none of the identified master's theses was submitted for a Master of Social Marketing degree. Rather, they were submitted for other degree programmes, notably Master of Business Administration, Master of Public Health, Master of Urban/City/Community Studies/Planning and Master of Marketing (Table IV; RQ4). In other words, a formal master's degree in social marketing was not granted by any of the institutions identified in this study, a situation that remains unchanged since Andreasen's (2002) observation. This is despite some universities having created a graduate certificate in social marketing (University of South Florida, 2016). If social marketing is to continue developing as an academic discipline, it is important that more academic programmes are created at the undergraduate and graduate levels so that future social marketers can be trained. However, because such programmes are not available now, there is a need for the establishment of a curriculum that could lead to a master's degree in social marketing and for the creation of scholarships for students to pursue social marketing research. An important research avenue would thus be exploration of the perceptions and perspectives of university heads of schools and/or departments regarding the possibility of creating such programmes and the challenges that may be encountered. Given that the number of graduate students interested in social marketing appears to be increasing, as demonstrated by the growing number of social marketing theses analysed, heads of schools and/or departments may need to consider offering a master's programme in social marketing because it would bring about benefits not only to the institution (e.g. through student enrolments) and school/department (e.g. through expansion of faculty expertise) but also to the social marketing discipline (e.g. training of future generations of social marketers) and society at large (given that social marketing seeks to engender social good).

Like any other fields of study, the provision of future generations of social marketers needs to meet the demand of the marketplace. It would thus also be interesting to understand what leaders of private sector and non-profit organisations may think about the master's degree in social marketing, the extent to which it is relevant to their work and the professional knowledge and skills set that may be needed. Such information would be useful to heads of universities, schools and departments interested in offering a master's degree in social marketing programme with respect to development and preparation of curricula and faculty members. Given that master's students interested in social marketing may come from a great diversity of disciplines as this study has suggested, a potential challenge that may face heads of schools and/or departments is the diverse professional knowledge and expertise that their faculty members may need to supervise prospective master's students.

Further research is warranted. For example, examination of why the authors of the 266 identified master's theses chose to study social marketing, where they come from, what they studied at the undergraduate level, the type of funding they obtained for their master's thesis research, what they have done since graduation, the extent to which social marketing is relevant to or needed for their work and what they may think about the future development of social marketing, as well as the professional knowledge and skills set they would require. Another potential research avenue would be the supervisor-student relationship that has been extensively studied in other fields as discussed earlier. In

addition, the perspectives and experiences of master's graduates who conducted their social marketing theses in other languages than English would also play an important role in informing the establishment of the master's degree programme in social marketing as well as the learning and teaching of social marketing overall.

There are several limitations associated with the study methods. First, although a range of databases were mined it is possible that not all social marketing master's theses are listed in the relevant theses database. In particular, recent theses may be missed because they have not been uploaded online. Second, despite the range of keywords that were used some theses could still have been omitted from the database if none of the keywords was ascribed to them. Third, the selection of keywords, which is largely a decision of the authors of the thesis, may not accurately reflect the thesis itself, or may not necessarily indicate a social marketing-focused thesis (e.g. some theses may include "social marketing" in their keywords, whereas the thesis content is actually about public health or promotion only). Fourth, some theses that were listed in the mined databases may not provide all the sought information (e.g. academic school or department). In such cases, the respective university (electronic) library was used to fill gaps in the data set. Fifth, the search process was limited to English master's theses. Finally, although in many cases the full text of the identified theses was examined, the present study only seeks to answer the four stated research questions and thus does not aim to investigate whether each of the theses focused on specific aspects of social marketing such as formative research, segmentation or evaluation. Such an analysis would require a different research design in its own right.

It is also important to note that several prior studies ([Adams and White, 1994](#)) have ambitiously assessed the quality, characteristics and methods of dissertation research in a particular field and compared them against those in cognate fields although they only drew upon a single database (e.g. *Dissertation Abstracts International*) and covered a short period of time (e.g. one year). In comparison to [Adams and White's \(1994\)](#) study, this research uses a much wider range of online databases ([Table A1](#)) but uses a narrower set of measures and methods. The present study only seeks to examine social marketing master's theses with respect to number of theses, distribution of theses by country and institution, disciplinary contexts and degree programmes, whereas [Adams and White's \(1994\)](#) research used a larger set of indicators to assess the quality of their identified theses that include the existence of a framework of some kind to guide the thesis, obvious flaws in the research, relevance of the findings to theory or practice, importance of the topic and an overall indicator of quality. It would be important to judge the quality of the identified social marketing master's theses using similar indicators to the ones proposed by [Adams and White \(1994\)](#). Alternatively, quality could be assessed based on the theses application of social marketing benchmark criteria ([NSMC, 2006](#)).

### Conclusion

This study attempted to examine the evolution of social marketing as a subject of master's theses. A search strategy identified 266 master's level social marketing theses completed around the world from 1971 to the end of 2015. Nearly 60 per cent of these theses were produced in North American countries, whereas the rest was undertaken in educational institutions in Europe, Asia and Africa. The disciplines of business, health and communication were the predominant study contexts for the identified theses, followed by agricultural sciences, education and humanities. This study has also indicated that no formal master's degree in social marketing was granted over the study period. This study not only reveals how interests and trends have changed in the graduate-level study of social marketing but also contributes to enriching the historical documentation of social marketing research.

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**Further reading**

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**Appendix**

Country/Region	Database	Website
Australia	Trove	<a href="http://trove.nla.gov.au">http://trove.nla.gov.au</a>
Bangladesh	Digital Archive on Agricultural Theses	<a href="http://www.daaj.net">www.daaj.net</a>
Belgium	Common Repository of E-theses of the Universities of French Community of Belgium	<a href="http://www.bictel.be">www.bictel.be</a>
Brazil	Biblioteca Digital Brasileira de Teses e Dissertações	<a href="http://bdtd.ibict.br/">http://bdtd.ibict.br/</a>
Canada	Theses Canada	<a href="http://www.collectionscanada.gc.ca/">www.collectionscanada.gc.ca/</a>
China	China Doctoral Dissertations Full-Text Database	<a href="http://oversea.cnki.net/">http://oversea.cnki.net/</a>
Europe	DART-Europe	<a href="http://www.dart-europe.eu">www.dart-europe.eu</a>
France	Theses France	<a href="http://www.theses.fr">www.theses.fr</a>
Germany	Deutsche Nationalbibliothek	<a href="http://www.dnb.de/EN/">www.dnb.de/EN/</a>
Hong Kong	HKU Theses Online (HKUTO)	<a href="http://hub.hku.hk/">http://hub.hku.hk/</a>
	Hong Kong Institutional Repositories Thesis Search	<a href="http://hkir.ust.hk/hkir/">http://hkir.ust.hk/hkir/</a>
India	Shodhganga	<a href="http://shodhganga.inflibnet.ac.in">http://shodhganga.inflibnet.ac.in</a>
International	Global ETD Search	<a href="http://union.ndltd.org/">http://union.ndltd.org/</a>
International	Open Access Theses & Dissertations (OATD)	<a href="http://oatd.org">http://oatd.org</a>
International	Worldcat	<a href="http://www.worldcat.org">www.worldcat.org</a>
Japan	Japanese Institutional Repositories Online (JAIRO)	<a href="http://jairo.nii.ac.jp/en/">http://jairo.nii.ac.jp/en/</a>
	CiNii Dissertations	<a href="http://ci.nii.ac.jp/d/?l=en">http://ci.nii.ac.jp/d/?l=en</a>
Latin America	Network of OA Repositories	<a href="http://lareferencia.redclara.net/rfr/">http://lareferencia.redclara.net/rfr/</a>
Lithuania	eLABa ETD	<a href="https://aleph.library.lt/">https://aleph.library.lt/</a>
Netherlands	NARCIS	<a href="http://www.narcis.nl">www.narcis.nl</a>
New Zealand	New Zealand Research	<a href="http://www.nzresearch.org.nz">www.nzresearch.org.nz</a>
North America	ProQuest Dissertations and Theses	<a href="http://www.proquest.com/">www.proquest.com/</a>
	PQDT Open	<a href="http://pqdtopen.proquest.com/">http://pqdtopen.proquest.com/</a>
Pakistan	Pakistan Research Repository	<a href="http://www.hec.gov.pk">www.hec.gov.pk</a>
Portugal	RCAAP - Repositório Científico de Acesso Aberto de Portugal	<a href="http://www.rcaap.pt">www.rcaap.pt</a>
Scandinavia	DiVA	<a href="http://www.diva-portal.org/">www.diva-portal.org/</a>
South Africa	ETD Portal	<a href="http://www.netd.ac.za">www.netd.ac.za</a>
Switzerland	Helveticat	<a href="http://www.helvetica.ch/">www.helvetica.ch/</a>
Taiwan	National Digital Library of Theses & Dissertations in Taiwan	<a href="http://ndltd.ncl.edu.tw/">http://ndltd.ncl.edu.tw/</a>
United Kingdom	ETHOS	<a href="http://ethos.bl.uk/Home.do">http://ethos.bl.uk/Home.do</a>

**Table A1.**  
Databases mined to identify social marketing-focused master's theses

No.	Author	Year	Title	Institution
1	Formwalt, H.C.	1973	An introduction to social marketing	California State University
2	Priebe, P.E.	1974	Application of social marketing to anti-cigarette advertising: A Q-study	University of Texas
3	Willie, S.A.	1974	Applied social marketing: a case study of anti-smoking advertising	University of Texas
4	Farstrup, G.	1976	Non-profit contraceptive marketing in developing countries: a study of the application of social marketing to family planning programs	University of Hawaii
5	Bull, M.	1982	Social marketing: the case of affirmative fair housing marketing	Massachusetts Institute of Technology
6	Booker, J.H.	1986	Social marketing: a case study of the "kick some attitude" campaign in the triplex	Lamar University
7	Marrott, A.M.	1986	A social marketing strategy for communicating sexuality information to the cancer patient	Iowa State University
8	McKee, N.H.	1988	Social marketing in international development: a critical review	Florida State University
9	Zehner, C.	1988	Social marketing: an evaluation of a publicity campaign for a household hazardous waste collection event in raising public awareness of the household hazardous waste problem	University of Washington
10	Wagner, J.H.	1989	Social marketing: a practical example concerning the department of resource development	Michigan State University
11	Cochrane, K.E.	1990	The use of social marketing in the planning of anti-substance television PSAs for adolescent audience	University of Calgary
12	Kapur, K.J.	1990	Social marketing in Britain: a comparative perspective	University of Oxford
13	Clark, S.L.	1991	An integrated approach to family planning: community-based distribution & education and social marketing	Clark University
14	Elliott, B.J.	1991	A re-examination of the social marketing concept	University of New South Wales
15	Mazumdar, R.	1991	A comparative analysis of contraceptive social marketing in four countries and the design of instructional materials for population education	University of North Carolina

(continued)

Master's thesis  
research

**Table AII.**  
Social marketing-  
focused master's  
theses by year of  
graduation (1971-  
2015)

Table AII.

No.	Author	Year	Title	Institution
16	Pikholz, T.	1991	An investigation into AIDS prevention in the workplace: guidelines to a social marketing workplace preventative AIDS strategy	University of Cape Town
17	Khan, B.	1992	The social marketing strategy: an approach to nutrition education in Guyana	Cornell University
18	Smith, M.A.	1992	Reducing alcohol consumption among university students: recruitment and program design strategies based on social marketing theory	Purdue University
19	Boyack, D.	1993	Health and community service agencies: assessing contingent factors and social marketing applications	University of Calgary
20	McFarlane, A.J.	1994	An analysis of the social marketing of physical activity promotion: the comparative case study of participation and fitness Ontario	University of Windsor
21	Elias, R.M.	1995	Social marketing in Lebanon: environmental care application	American University of Beirut
22	Zimmerman, S.M.	1995	Designing a social marketing plan to promote Hispanic participation at prostate cancer screenings	University of North Texas
23	Roman, K.	1996	How can marketing principles be applied to develop more effective drink driving programs in Queensland?	Griffith University
24	Tam, K.C.	1996	Adolescent cigarette smoking and social marketing	Hong Kong Baptist University
25	Taylor, B.	1996	A social marketing campaign based on components of the health belief model and the social learning theory to promote testicular cancer education and testicular self-examinations	James Madison University
26	Backstrom, E.G.	1997	Walk west 10: encouraging walking through community-based social marketing	University of British Columbia
27	Dolenko, M.	1997	Break free: building a critique of social marketing theory	University of British Columbia
28	Jackson, S.M.	1997	Social marketing of condoms to the population living in 77004 Houston, Texas	University of Texas
29	Langille, D.J.	1997	Evaluation of stop smoking, a program for women	Dalhousie University

(continued)

No.	Author	Year	Title	Institution
30	McCann, M.	1997	Social marketing: a theory based approach to influencing attitude and behaviour change towards mental health among African American students at the University of Texas at Austin	University of Texas
31	Overland, M.S.	1997	The impact of social marketing in breast cancer communication: a thematic analysis of health care communication in the media	St. Cloud State University
32	Plec, E.	1997	Selling safe-sex to adolescents: applying rhetorical methods to social marketing research	University of New Mexico
33	Woycheshin, T.M.	1997	A critical approach to social marketing	University of Calgary
34	Acevedo, M.R.	1998	Social marketing, media, and the colonias as audience	University of Texas
35	Cheang, S.W.	1998	Towards a drug free society: social marketing as a tool in drug prevention efforts in Macau	University of Macau
36	Dalal, B.	1998	Social marketing for low cost sanitation in Gujarat, India	UNESCO-IHE
37	Mosdell, T.S.	1998	the role of social marketing in South Africa's recycling industry	University of Cape Town
38	Snow, G.	1998	Using the principles of social marketing to explore adolescents' perceptions and preferences related to food and nutrition education	University of Nevada
39	Stetsko, R.L.	1998	Using social marketing to enhance healthy food choices in older adults: a segmentation analysis of attitudes and behaviours towards fruit and vegetable use	University of Waterloo
40	Sukra, P.I.	1998	Study roles of VHV social marketing on maternal and child health at Sampran district, Nakhon Pathom province	Mahidol University
41	Childs, C.K.	1999	The impact of graphic design on the target audience: designing an effective social marketing campaign	Rochester University of Technology
42	Mimer, K.Z.	1999	Applications of social marketing principles in a health promotion setting	Brigham Young University

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No.	Author	Year	Title	Institution
43	Carvalho, N.V.	2000	Speak to me: using social marketing to enhance involvement among 18-35 year olds in the public participation process	University of British Columbia
44	Clute, K.P.	2000	A study of wildland fire communication in the United States	Ohio State University
45	Hill, A.N.	2000	Pharmaceutical Industry: the use of social marketing and direct-to-consumer advertising in sales promotion	Texas Tech University
46	Ndambuki, V.M.	2000	The state of social marketing in the Kenyan banking sector	University of Nairobi
47	Zackweiler, L.D.	2000	Development of a curriculum and baseline evaluation for a 12-week social marketing campaign targeting young children and their willingness to try new foods	Colorado State University
48	Angus, B.	2001	Using community-based social marketing to overcome barriers to sustainable transportation: the role of social capital and civic environmentalism	Tufts University
49	Choomprasan, C.	2001	An application of social marketing to promote dietary consumption and exercise behaviours in decreasing Hyperlipidemia among non-commissioned officers in fort Suranaree, Nakhonrajasi province	Mahidol University
50	Chrysler, L.M.L.	2001	Corporate social marketing: message design to recruit future program participants	Purdue University
51	Espinosa-Morazan, M.F.	2001	How can visual communications improve social marketing campaigns in Nicaragua's decentralisation policy of the education system?	Ohio State University
52	Jewell, K.D.	2001	Process and summative evaluation of a 12-week social marketing campaign targeting young children and their willingness to try new foods	Colorado State University

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No.	Author	Year	Title	Institution
53	Keller, S.M.	2001	The conceptual orientation and impacts of ecotourism, as perceived by U.S. ecotour operators: an application of a communication model within a social marketing framework	Ohio State University
54	Palmer, R.S.	2001	The utilisation of social marketing to enhance interest in attending a college alcohol program	University of Washington
55	Roberson, K.M.	2001	Anti-drinking and drinking PSAs: a content analysis of persuasive appeals and images portrayed in PSAs	Texas Tech University
56	Siders, J.J.	2001	The effects of social norms marketing message on self-reported drinking behaviours of college students	University of Wisconsin
57	Thooptompong, O.	2001	The application of social marketing approach to rational self-medication campaign planning in Nakhornayok province	Mahidol University
58	Adam, E.S.	2002	An Exploration of the Potential for Social Marketing to Effect Land Conservation and Growth Management	University of Washington
59	Baille, D.M.	2002	Preventing HIV transmission among adolescents and young adults in Yaounde and Douala, Cameroon: an analysis of condom social marketing and behaviour change communication	DePaul University
60	Eales, K.	2002	Social marketing and behaviour change in rural household sanitation projects in South Africa	University of Pretoria
61	Kihia, M.W.	2002	Strategies and challenges in the marketing of condoms: a social marketing perspective by non-governmental organisations in Kenya	University of Nairobi
62	Maxwell, B.	2002	Using social marketing to encourage recycling behaviour	Imperial College London
63	Pickens, P.M.	2002	Community-based social marketing as a planning tool	University of Oregon
64	Bonniface, L.	2003	'A drop in the bucket': collective efficacy perceptions affect waste minimising behaviours	Edith Cowan University
65	Choi, P.H.	2003	Organisation of public parks and recreation web pages: application of social marketing concept	San Jose State University

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No.	Author	Year	Title	Institution
66	Henderson, K.M.	2003	College binge drinking and social marketing campaigns: a look at the UA Greek community	University of Arkansas
67	Martinsen, C.	2003	Social marketing – a useful tool for the evils work?	Uppsala University
68	Mbugua, L.W.	2003	Usage of social marketing strategies in changing public behaviour – a case for “rural enterprise and agri-business promotion project”	University of Nairobi
69	Menkhaus, K.	2003	Formative research and development of a parent component to the food friends - making new foods fun for kids social marketing campaign	Colorado State University
70	Miner, K.L.	2003	The sustainable consumption challenge: social marketing strategies targeting fair trade coffee	University of British Columbia
71	Odiako, T.B.	2003	Factors influencing social marketing in the reproductive health sector in Kenya: a case study of male branded condoms	University of Nairobi
72	Stahley, J.D.	2003	Evaluation of a social norms marketing approach: altering adolescent substance use behaviours and perceptions of peer norms	Whitworth College
73	Clarke, S.K.	2004	Critique and analysis of a social marketing campaign focused on wealth building among low to moderate income households	Ohio State University
74	Goneau, K.	2004	Advertising Skepticism among adolescents: an extension into the social marketing Arena	Concordia University
75	Murguia, J.	2004	Effectiveness of social norms marketing to reduce risky drinking behaviour among Hispanics	California State University
76	Mutuiku, B.M.	2004	Cloth as a tool of communication: social marketing of the “mother of health” campaign	University of Iowa
77	Neel, E.B.	2004	Motivating communities to shop locally: implications for ethical behaviour marketing	Massachusetts Institute of Technology
78	Okonkwo, A.D.	2004		University of Wales

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No.	Author	Year	Title	Institution
79	Reels, S.M.	2004	Rethinking social marketing: from a national HIV/AIDS management perspective in Nigeria - a special focus on the "place concept"	Drexel University
80	Smith, I.S.	2004	Healthier snacks for healthier kids: development of a social marketing campaign for and by adolescents in south Philadelphia	New York Medical College
81	Tetteh, E.	2004	Up in smoke: an anti-smoking program based upon the principles of social marketing	University of Ghana
82	Alvarado, K.G.A.	2005	Social marketing as an HIV/AIDS communication tool: a case study of the stop aids, love life campaign by the Ghana social marketing foundation (GSMF)	Nürtingen-Geislingen University of Applied Science
83	Guo, R.	2005	social marketing – a case study of child care in Peru	University of Auckland
84	Jhingan, S.	2005	Effectiveness of social marketing communications: the roles of interdependent-relational self-construal and self-referencing	Southampton Solent University
85	Morrison, C.C.	2005	The impact of social marketing on incontinence	University of KwaZulu-Natal
86	Moussalli, S.M.	2005	Social marketing and health service promotion: a needs analysis for the antiretroviral rollout at the University of KwaZulu-Natal	American University of Beirut
87	Museumbi, V.W.	2005	The role of social marketing in Lebanese media campaigns: an assessment	University of Nairobi
88	Mwangi, W.C.	2005	The social marketing mix used by non-governmental organisations in their HIV/AIDS campaigns in Kenya	University of Nairobi
89	Ness, H.V.	2005	Factors influencing the adoption process in an employer driven HIV/AIDS social marketing campaign: a case study of international committee of the red cross	Colorado State University
			Adopting a Washington state social marketing campaign for Colorado food stamp recipients	

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No.	Author	Year	Title	Institution
90	Sorell, M.L.	2005	Transportation choices: can social marketing make a difference?	Massachusetts Institute of Technology
91	Adhiambo, O.E.	2006	A survey of Kenyan adolescents towards population services international HIV/AIDS social marketing campaigns: the case of students of the college of health sciences	University of Nairobi
92	Borden, N.L.	2006	Target audiences and communication channels of light up programs in the United States	Louisiana State University
93	Burnside, H.C.	2006	Evaluation of Montana's HIV prevention social marketing campaign: a descriptive study	University of Montana
94	Gross, J.R.	2006	The expansion of celebrity endorsement to social marketing	University of Texas
95	Knibbs, K.	2006	Public health managers' perspectives on the use of social marketing among public health nurses in Saskatchewan	University of Saskatchewan
96	Long, K.H.	2006	Public relations and branding in health communication programs: a case study of a successful campaign	University of Maryland
97	Mathabathe, A.T.	2006	Relationships between social marketing strategies and school participation in environmental competitions: a case study of collect-a-can's annual schools competition	Rhodes University
98	Smits, J.	2006	Promoting sustainable seafood through social marketing	University of Washington
99	Wyss, C.C.	2006	Exploring the utility of community-based social marketing as a program design approach	University of Wisconsin
100	Aguiar-Martins, Y.	2007	Social marketing as a tool for health promotion and prevention of chronic diseases among Venezuelans	Imperial College London
101	Delcourt, C.	2007	Comparative advertising versus non-comparative advertising in social marketing: the case of tap water	University of Liege

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No.	Author	Year	Title	Institution
102	Gorscak, K.	2007	Best practices for health framing to multicultural audiences in social marketing campaigns – a case study of the district of Columbia department of health campaign: coming together to stop HIV in DC	American University
103	Gulati, S.K.	2007	Social Marketing of Small Family Norm to Young Indian Males	Indian Institute of Management
104	Huang, L.-H.	2007	Exploring the promotion of harm reduction program in social marketing strategies	National Sun Yat-sen University
105	Hunter, S.M.	2007	Applying social marketing and diffusion of innovation theories: an analysis of the marketing and communication activities of performing arts organisations	University of Akron
106	McAnally, B.R.	2007	Using social marketing to develop an effective tobacco prevention advertising campaign for rural at risk youth	California State University
107	Raissadat, H.	2007	Effects of an asynchronous online course on promoting positive attitudes towards safe sex practices for university-age young adults	Concordia University
108	Roach, C.	2007	The impact of breastfeeding social marketing on policy and environments in worksites and childcare sites	University of Washington
109	Takahashi, B.	2007	Social marketing for the environment: a comparative analysis of theory and practice	State University of New York
110	Aspen, C.J.	2008	Sexual appeals in social marketing: the influence of feminism and sexual attitude	University of Lethbridge
111	Bagot, J.	2008	Factors that motivate or demotivate young people with sexually abusive behaviours and their families to seek help: a social marketing perspective	University of Wollongong
112	Cangemi, D.	2008	A pilot study to examine the feasibility of involving urban hair salons and stylists in a social marketing campaign aimed at improving calcium consumption among low income, African American and Hispanic women	Rutgers University

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No.	Author	Year	Title	Institution
113	Dahan, D.	2008	What are the conditions for a successful promotion based social marketing campaign addressing obesity in six to eleven year olds in England?	Imperial College London
114	Fung, C.L.M.	2008	An evaluation of a social marketing mass media campaign in counties Manuka	University of Auckland
115	Kakos, J.	2008	Process and impact evaluation of the Montana HIV prevention social marketing campaign	University of Montana
116	Leopold, R.R.	2008	An exploratory study: the relationship between perception, education, accessibility and social marketing on the help seeking behaviours of HIV infected African Americans over 50	Clark Atlanta University
117	Lin, S.H.	2008	Public services of operational hygiene foundations and their effectiveness of social marketing	National Taipei University of Nursing and Health Sciences
118	Marquit, J.D.	2008	Threat perception as a determinant of pro-environmental behaviours: public involvement in air pollution abatement in cache valley, Utah	Utah State University
119	McNeil, K.P.	2008	Bringing the message home: enabling urban aboriginal families for holistic health	Queen's University
120	Mutea, F.M.	2008	A survey of the practice of social marketing in Christian churches in Kenya	University of Nairobi
121	Nelson, B.M.	2008	Water reform in Brazil: an analysis of its implementation in the Paraiba do Sul basin and a consideration of social marketing as a tool for its optimal success	University of Michigan
122	Scott, J.E.	2008	Is your community reaching everyone everyday? exploring the experiences and perspectives of active communities practitioners in serving low income citizens	University of Victoria
123	Solhok, H.E.B.	2008	Food safety social marketing for young adults at the university of Oklahoma: sooner 4 safe-food	University of Oklahoma
124	Stratton, J.N.	2008	Examination of head start's students' and teachers' attitudes and behaviours towards trying new foods as part of a social marketing campaign	Virginia Polytechnic Institute and State University

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No.	Author	Year	Title	Institution
125	Stringer, M.	2008	Velocommuter.org: social marketing on the internet	Duke University
126	Stumpf, J.	2008	Reducing alcohol use among college students: implementing a social norm marketing campaign among freshmen and other grade levels	Southern Illinois University
127	Wei, Z.L.	2008	The Applied research of social marketing in the voluntary blood donation	Tianjin University
128	Young, S.	2008	An investigation into the social marketing practices of smaller non-profit organisations	School for International Training
129	Bowen, K.R.	2009	Pictures with a voice: understanding the everyday lives of native Americans of the Chickasaw nation in developing a nutrition social marketing campaign	Mississippi State University
130	Butler, R.	2009	Measuring the public's understanding of food allergies	D'Youville College
131	Cortina, A.	2009	Sexually transmitted infections and prevention behaviours: the effects of social marketing and health communication campaigns in Peru	University of Washington
132	Flinn, S.E.	2009	An evaluation of a nutrition-related social marketing campaign targeting low-income populations	University of Rhode Island
133	Gagnon, B.R.	2009	applying social science towards the reduction of nutrient losses from lawn care practices in new England: advancing the principles of community-based social marketing	Plymouth State University
134	Harrison, D.	2009	Municipal water conservation: social marketing and water governance strategies for Vancouver, BC	Royal Roads University
135	Hunter, T.	2009	Understanding health and nutrition perspectives of native American women eligible to receive commodity foods using social marketing principles	Oklahoma State University
136	Jackson, T.D.	2009	Using social marketing principles as a framework to describe native American women's views of type 2 diabetes	Oklahoma State University

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No.	Author	Year	Title	Institution
137	Lukic, D.	2009	Emotional appeals in social marketing – a comparative analysis of positive and negative appeals in two types of social marketing campaigns	Aarhus University
138	Moradzadeh, F.	2009	The role of planning in addressing residential energy efficiency and demand side management in Winnipeg: towards an integral and collaborative social marketing approach	University of Manitoba
139	Olga, C.	2009	The application of social marketing in promoting sustainable transportation	Lund University
140	Read, L.	2009	Marketing physical activity and healthy eating: a literature review of recent social marketing campaigns and development of a social marketing plan for the CA TCH program	University of Texas
141	Waser, K.L.	2009	Quality assessment of the Philadelphia emergency medical services system and the 3-1-1 call centre	Drexel University
142	Xue, Z.	2009	Group-oriented values in social marketing used by Chinese advertisements for a mass audience	Shanghai International Studies University
143	Zhang, S.	2009	What are the benefits and limitations of social marketing? a study based on the anti-smoking campaigns in the UK	Imperial College London
144	Appleton, A.A.	2010	Promoting health literacy through the school nutrition environment	Iowa State University
145	Ballard, B.	2010	Get Ur 60: a social marketing campaign to promote and facilitate physical activity among central Texas middle school students	University of Texas
146	Curry, J.L.	2010	An impact evaluation: measuring knowledge, attitudes, and behaviours with food thermometer use in ground relief patties following a social marketing campaign in the women, infants, and children program	Washington State University
147	Dahl, R. <sup>a</sup>	2010	Engaging action: a systematic approach to communication design of social marketing campaigns for behaviour adoption	Blekinge Institute of Technology

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No.	Author	Year	Title	Institution
148	Dilley, J.	2010	Using community based social marketing to increase urban forest canopy cover on residential property	University of Washington
149	Drummond, J.	2010	Footprints: engaging youth to be physically active in nature through photovoice	University of Victoria
150	Johnson, E.A.	2010	Sent to you by someone who thinks you're beautiful: the effects of regulatory focus, personal involvement, and collective efficacy in a social marketing campaign	Virginia Polytechnic Institute and State University
151	Kristinsdottir, T.	2010	Analysis of influential factors on brand loyalty towards cigarette brands on the Icelandic market	Aarhus University
152	Lahtinen, E.	2010	Social marketing: doing well by doing good?	University of Jyväskylä
153	Lake, B.	2010	quantifying, predicting and promoting edible gardening in Eastbourne, Aotearoa, New Zealand	Victoria University of Wellington
154	Loshbaugh, B.	2010	Using environmental social marketing to address polluted stormwater runoff in Puget Sound	University of Washington
155	Lynch, M.	2010	Divide and conquer: the application of social marketing to adolescent sun protection	University of Wollongong
156	Millard, A.D.	2010	Are the people listening to government's good advice: source credibility in government attributed social marketing messages	Victoria University of Wellington
157	MShana, C.E.	2010	The effects of social marketing on malaria knowledge among primary schoolchildren in Kilombero district	Muhimbili University of Health and Allied Sciences
158	O'Neal, P.K.	2010	Childhood obesity campaigns: a comparative analysis of media campaigns targeting general & specific audiences	Wichita State University
159	Palomas, A.J.	2010	Exploratory approach to the situation of social marketing and its characteristics in companies from different sectors and nature placed in Spain	Erasmus University
160	Quarcoo, A.	2010	Social marketing: its role in making professional optometry the preferred primary eye care provider in Ghana	Blekinge Institute of Technology

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161	Stefansdottir, I.M.	2010	Motivating citizens of Reykjavik to have the blue bin: a community-based social marketing campaign	Aarhus University
162	Therese, A.	2010	Stopping the spread of aquatic invasive species: A CFSM approach	University of Wisconsin
163	Van Hyssteen, L.	2010	Fear-based advertising appeals: assessing execution styles of social marketing campaigns	University of Stellenbosch
164	Wyeth, R.F.	2010	Seeing through the smokescreen of written cigarette warnings: development of interactive graphic solutions that support anti-smoking social marketing	Savannah College of Art and Design
165	Za Gara, A.	2010	The use of social marketing as a means of promoting environmental conservation: a case study of Indonesian biodiversity campaigns	University of Texas
166	Chin, A.	2011	It's not easy being fair: promoting sustainable consumption as a Fairtrade city – the case of Malmö	Malmö University
167	Feng, L.	2011	Amalgamation between Motivation, Opportunity and Ability (MOA) and Trans-theoretical Model (TTM) in social marketing: a new model to direct target audience towards behaviour change in health care	University of Glasgow
168	Getters, K.	2011	Improving pregnancy prevention in the Austin independent school district: student participation in the development of social marketing media	University of Texas
169	Gichane, M.W.	2011	Adoption of social marketing concept by private hospitals in Nairobi	University of Nairobi
170	Haeny, S.	2011	Spirulina candies: a business approach to combat malnutrition – marketing lessons from the base of the pyramid	University of St. Gallen

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No.	Author	Year	Title	Institution
171	Hoffman, A.L.	2011	Effect of signage and suggestive selling on sales of healthy food options in a university setting	Southern Illinois University
172	Kappauf, L.	2011	Opportunities and constraints for more sustainable sanitation through sanitation marketing in Malawi: case study from Mzimba and Lilongwe districts	Loughborough University
173	Kiogora, E.K.	2011	To investigate social marketing strategies used by organisations involved in fighting HIV/AIDS amongst the youth in Kenya	Kenyatta University
174	Lightman, D.	2011	Community-based social marketing at the neighbourhood scale: sustainable behaviour or neighbourhood sustainability?	Massachusetts Institute of Technology
175	Odour, V.	2011	Strategies used by non-governmental organisations in condoms social marketing in Kenya: the case of population services international	University of Nairobi
176	Sandom, K.	2011	Can Insights from social marketing theory help to improve recycling services for Cardiff Flats?	Cardiff University
177	Szczersputowski, J.	2011	Prevention options for women equal rights (power) social marketing campaign: does awareness of campaign materials act as a factor in increasing interpersonal communication about, and intent to use, male and female condoms? ... whatever your mode of movement is: media's place in young disabled people's physical activity	University of Washington
178	Smith, A.	2011	Use of social marketing promotional strategies to create awareness of worksite health promotion programs: a survey of program coordinators	University of Otago
179	Stalh, A.C.	2011	Cultural, organisational, and communicational factors affecting the social marketing campaigns for a non-governmental organisation to establish a successful presence in China	Minnesota State University
180	Sun, L.	2011	Encouraging healthy eating behaviours through healthy eating environments. case of Durham University	University of Southern California
181	Velinova, I.D.	2011		Durham University

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182	Wu, C.W.	2011	Framing analysis of social marketing idea	Shih Hsin University
183	Abarca, M.R.	2012	Increasing curbside recycling rates using community-based social marketing	University of Central Missouri
184	Aishwarya, B.R.	2012	Newspaper campaigns – a social marketing strategy of the Times of India	Christ University
185	Alschuler, E.F.	2012	unlocking energy efficiency in office districts: a stakeholder-based approach	Massachusetts Institute of Technology
186	Ammann, A.	2012	Social marketing for safe water: how to reach the base of the pyramid in Rural India	University of St. Gallen
187	Anderson, J.	2012	A social marketing approach to forest land conservation	University of Southern Maine
188	Ayikwa, L.C.	2012	Social marketing as a method to address HIV/AIDS in Kinshasa, Democratic Republic of Congo	Tshwane University of Technology
189	Chen, L-C.	2012	Social marketing in ritual custom context: an example from the ghost money burning reduction policy in Kaohsiung	National Sun Yat-sen University
190	Dale, E.	2012	Rocky mountain national park waste audit and recycling: behavioural change intervention initiative	Colorado State University
191	Farahani, N.K.	2012	Teachers as change agents in national curriculum reform in Iran: a social marketing approach to upscale an educational reform	McGill University
192	Franklyn, S.	2012	Reducing carbon emissions at the city of Darwin: an evaluation of battery electric vehicles	Charles Darwin University
193	Gillam, S.L.	2012	On target: minority outreach strategies of the <i>Let's Move!</i> campaign	University of North Carolina
194	Hillman-Burcham, T.	2012	Socioeconomic disparities in campaign exposure and effects: the case of VERB	Ohio State University

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No.	Author	Year	Title	Institution
195	Kemou, S.	2012	Consumer attitudes towards sexual social marketing campaigns as used as a prevention tool for HIV and AIDS	Oxford Brookes University
196	Merola, W.J.	2012	Social marketing: impact on elementary school students' selection and consumption of salad bar food items	University of Tennessee
197	O'Hara, B.E.	2012	The burbs and the bees: improving native bee habitat in the suburban landscape	University of Guelph
198	Scott, M.S.	2012	Application of social marketing strategy to better understand the psychographics and perceptions of leisure-time physical activity among low-income women	University of Oklahoma
199	Stemmler, E.C.	2012	Social marketing and falls prevention: market segmentation and product positioning	University of Western Ontario
200	Wamars, P.W.G.	2012	From biomass to biogas: present day status and future requirements	Utrecht University
201	Wilkinson, E.M.	2012	Effectiveness of a san Francisco bay area community education program on reducing home energy use	San Jose State University
202	Zelvyte, A.	2012	Identification of factors that influence the success of social marketing campaigns	ISM University of Management and Economics
203	Dalton, K.A.	2013	Students' consumption of healthy food items using a social marketing intervention	Easter Illinois University
204	Denson, C.	2013	Social philanthropy: utilising social marketing as a means to effectively engage and influence target audiences	Savannah College of Art and Design
205	DeStefano, M.E.	2013	The power of social marketing: concept and application to sustain positive health behaviours	Utica College

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206	Dill, S.	2013	Social marketing and California high-speed rail: a framework for behavioural change towards sustainability	University of San Francisco
207	Ellis, C.L.	2013	Understanding what would make children want to attend a bicycle safety training program	University of Western Ontario
208	Girerd-Barclay, L.C.	2013	The promotion of breastfeeding in Malaysia – what works, what doesn't, and why?	Colorado State University
209	Heck, G. <sup>a</sup>	2013	The effects of sustainable marketing on brand equity and consumer behaviour – a case study of Cia. Hering	Halmstad University
210	Hsieh, H-L.	2013	Investigating the impact of goal framing effect and message appeals on the eating behaviours of slow food by undergraduate students - social marketing perspective	National Sun Yat-sen University
211	Kuo, M-Y.	2013	A preliminary study of social marketing for the mod of Chungwa telecom.	Shih Hsin University
212	Laakso, A.	2013	Building sustainability through social marketing: encouraging reusable shopping bag use at stadium Thriftway in Tacoma, Wa – a case study	University of Washington
213	Lavers, A.	2013	Eat Me First! development and evaluation of the food: too good to waste household food waste prevention program in Honolulu, Hawaii, USA	University of Gothenburg
214	Plunkett, F.	2013	To explore the efficacy of Facebook as a platform for a stage-matched smoking cessation intervention – a netnography	National College of Ireland
215	Pravet, I.	2013	Deconstructing the no impact week experience: a case study of a social marketing campaign aimed at sustainable consumption	Hanken School of Economics
216	Shah, S.	2013	Effectiveness of social marketing strategy for promotion of education on preterm birth	Chaudhary Charan Singh Haryana Agricultural University

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No.	Author	Year	Title	Institution
217	Schulze, R.	2013	Social marketing partnerships: an instrument to solving a social dilemma	University of Pretoria
218	Xia, Y.	2013	Effectiveness of social marketing campaigns to promote physical activity in adults: a systematic review	University of Lethbridge
219	Yin, T.	2013	The role of a social marketing campaign in promoting environmental behaviour change in Yuhe provincial nature reserve, Gansu province, China	State University of New York
220	Youngerman, Z.	2013	Social marketing, financial, and regulatory mechanisms for adoption of water conservation and stormwater management practices by single-family households	Massachusetts Institute of Technology
221	Chen, Y.H.	2014	Investigating the effect of internet virtual community awareness on social marketing to encourage people to use the vehicle for example to obtain electronic invoice	National Sun Yat-sen University
222	Chen, Y.S.	2014	A social-marketing based survey of perceptions of idling and a quasi-experiment to reduce idling behaviour	National Sun Yat-sen University
223	Farris, K.D.	2014	Healthy life, healthy baby, healthy me: promoting positive reproductive health outcomes: a communication campaign plan to combat adverse birth outcomes among higher socioeconomic status African American women	Emory University
224	Kapsokafalou, D.A.	2014	Getting the message home and the children outdoors: parents' perceptions of barriers and facilitators to enrolling their children in a summer outdoor activity program	Queen's University
225	Kaskure, N. <sup>a</sup>	2014	Poverty porn as a sign of a postcolonial wall between "Us" and "Them"	Lund University

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226	Luopa, L.K.	2014	Developing a grain fortification social marketing toolkit for advocates worldwide	Emory University
227	Maré, M.	2014	social marketing strategies for the diffusion of energy-efficient flame-based stove technologies in the South African market	University of Johannesburg
228	McCarthy, J.	2014	The Mariiah's challenge fun run: applying best practices in event planning, social marketing, and volunteer recruitment and retention in the design and implementation of a non-profit organisation's inaugural 5k community event	Montana Tech
229	Montandon, A.	2014	Social influence of siblings and friends in generation Y's development of risk preferences	University of Cape Town
230	Najor, J.M.	2014	Promoting healthy, home-cooked meals: formative research for a social marketing program targeting low-income mothers	University of Kentucky
231	Nyvang, B.B.	2014	Second hand can be first choice – but how?	Copenhagen Business School
232	Olesen, M.	2014	Jumpin' Jacks: social marketing campaign aimed to increase awareness of healthful behaviour in South Dakota fourth grade students	South Dakota State University
233	Persaud, A.R.	2014	Still waters run deep: landscaping practices, community perceptions, and social indicators for stormwater nonpoint source pollution management in Manatee County, Florida	University of South Florida
234	Reaves, D.	2014	Identifying perceived barriers and benefits to reducing energy consumption in an affordable housing complex using the community-based social marketing model	Colorado State University
235	Sopeña Alvarez, L.	2014	How to communicate corporate social marketing to improve ad liking	Erasmus University

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No.	Author	Year	Title	Institution
236	Stephens, M.	2014	Sustainable behaviour change at Kansas State University: applying the Fogg behaviour model as a community-based social marketing approach among faculty and staff	Kansas State University
237	Sturmann, D.J.	2014	The influence of social marketing on adoption of social innovations: a dyadic study on ceramic pot filters	University of Groningen
238	Wada, K.	2014	Promoting biking among low-income Chinese immigrants in San Francisco	San Francisco State University
239	Weiss, P.	2014	Simple question, complex answer: pathways towards a 50% decrease in building energy use	Dalarna University
240	Wischner, S.	2014	Using social marketing to trigger water saving behaviour in hotels – a case study of a towel programme in Greece	Lund University
241	Wong, T.J.S.	2014	Visual social marketing of new brands: an exploratory study of the role of photoblogs for new fashion brands	Ritsumeikan Asia Pacific University
242	Be'langer, J.	2015	Improving public understanding of large-scale transit projects: a case study of the region of Waterloo's ION	University of Waterloo
243	Buttler, B.	2015	Consumer based social marketing to effect environmental change using a municipal curbside recycling program	Hamline University
244	Chaulke, G.	2015	Integrated marketing communication at the South African national blood service: an evaluation of its social marketing campaigns	University of South Africa
245	Chen, Y-C.	2015	A study of citizen purchasing behaviours towards low-carbon food based on the viewpoint of social marketing: an example of "low-carbon food" policy in Kaohsiung	National Sun Yat-sen University

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No.	Author	Year	Title	Institution
246	Chenier, B.	2015	Social marketing campaigns: a public health tool in the prevention of HIV/AIDS and other chronic diseases	University of San Francisco
247	Coffie, S.I.	2015	Social marketing on the consumption of made in Ghana rice among consumers in Accra	University of Ghana
248	Doolin, H.	2015	Keep it dirty Durham: a social marketing strategy for altering public littering behaviour	Duke University
249	Hsu, I-T.	2015	How marketing materials for Kaohsiung LOHAS building affect the public's attitude from the viewpoint of social marketing 4Ps	National Sun Yat-sen University
250	Johanning, L.	2015	exploration of effective communication strategies to encourage people to eat less meat to address climate change	University of Greifswald
251	Lelashvili, N.	2015	Social marketing effectiveness in preventing child abuse	Erasmus University
252	Leszek, M.L.	2015	Changing angler behaviour to reduce the impacts of lead fishing tackle in New Hampshire: applied social science using community-based social marketing	Plymouth State University
253	Luciani, A.M.T.	2015	The use of social media in a physical activity campaign: MoveU	University of Toronto
254	Manandhar, P	2015	Investigating work place intervention and change in metabolic equivalence of task using multilevel data	University of Texas
255	Mare, M.	2015	Lungisisa Indlwa village: a social marketing case study on residential care for children	Stellenbosch University
256	Mathenge, W.	2015	Social marketing strategies adopted by population services international (Kenya) and market penetration of long lasting insecticide treated net (LLIN) in Samia Sub County, Busia County, Kenya	University of Nairobi
257	Naeem, F.	2015	Impact of the marketing mix on self-efficacy and smoking cessation: a meta analysis	University of Lethbridge

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No.	Author	Year	Title	Institution
258	Nordstrom, L. <sup>a</sup>	2015	Light a spark! addressing barriers & enablers to increase demand of electric vehicles in Southeast Sweden	Blekinge Institute of Technology
259	Opsimou, E.	2015	The influence of advertising on consumer behaviour	Neapolis University
260	Prnjavorac, N.	2015	Comparative analysis of social marketing activities in two slovenian non-profit organisations	University of Maribor
261	Qureshi, M.F.W.	2015	Role of social marketing in social enterprises: the case of Gavle	University of Gavle
262	Rademeyer, C.	2015	Social brands and social brand equity: definition, role and management	University of Witwatersrand
263	Senninger, J.T.	2015	Nudge to budg – social marketing in restaurants	Uppsala University
264	Stuart, A.	2015	A social marketing plan for the Arkansas miracle league	University of Arkansas
265	Tautkeviciute, A.	2015	Social marketing against homophobia in Lithuania: a way to behaviour change?	Aalborg University
266	Vlasov, M.	2015	Enabling behaviour change – community-based social marketing strategy in Malmo	Swedish University of Agricultural Sciences

**Note:** <sup>a</sup>Theses authored by more than one student. Only first author's names are noted here

Table AII.



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