

## ON ADVOCACIES AND SOCIAL MARKETING

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### ABSTRACT

#### **SOCIAL MARKETING: A SUBJECT OFFERING ACROSS ALL COURSES?**

This topic was taken in the context of social meliorist, a view that believes in the truth that schools are the major, perhaps the principal, force for social change and social justice. In a world characterized by disbelief, apathy, and greed which led to an extreme poverty and hunger, inequality among people, abuse of power, corruption, terrorism, and even the degradation of the environment, a responsive curriculum, if not eliminating, will at least minimize, social problems.

In the Philippines, the Code of Ethics was incorporated in all courses or programs of study in one of the subjects or as a separate subject. In the Bachelor of Science in Business Administration program, the Commission on Higher Education (CHED) emphasized the importance of Social Responsibility and Good Governance as it is being offered as a three-unit subject. However, this subject only provides information, but does not give rigor to creating and sustaining behavior change.

Prof. Dominguez conducted research on the possibility of offering social marketing in all programs of study in the tertiary level. A self-administered survey and interviews were used to collect data. Questionnaires were constructed based on the four development thrusts of the Medium-Term Development Plan for Higher Education, 2005-2010: Quality and Excellence; Relevance and Responsiveness; Access and Equity; and Efficiency and Effectiveness.

#### **TEACHING METHODOLOGIES FOR SOCIAL MARKETING SUBJECT**

Graft and corruption practices in the government such as the Bureau of Customs are some of the major problems of most developing countries and result in heavy government revenue losses. To determine the importance and the most effective way of teaching the social marketing subject to customs administration students, Prof. Requinto conducted a random interview of alumni who are

either employed in customs brokerage firms or passed the Licensure Examination for Customs Brokers, and are now practicing. The interview includes questions about the practice of giving “extra money otherwise known as “facilitation fees” for the purpose of the speedy release of imported goods from customs, its effects in the country’s economy and effective teaching methodologies in teaching the social marketing subject. It also includes questions on how graduates of customs administration can combat corrupt practices at the Customs Bureau.

This paper challenges customs educators to incorporate social marketing into Bachelor of Science course offerings and to select effective teaching methodology that may be included. Inclusion of the social marketing subject in the customs administration course will prepare the students as future leaders of public good and fight against corruption.

#### **ADVOCACY AND THE YOUTH**

Dr. Garcia tackles “Incubating Advocacy Marketing to Young Marketers.” He claims that most publics would believe that corporations, organizations and individuals take advantage of sector opportunities in order to integrate privileged benefit. The majority of students trained in various disciplines such as marketing, communications, business management and liberal arts are guided to “do something good for the community” as an action to promote. However, if this perception is reconstructed to a higher social view which is outside the norm of business and/or transactional influence, implementers will derive more value-based programs not just to publicize but also to campaign in shifting paradigms.

The session, referenced from the speaker’s work-in-progress book, *Advocacy Marketing (2010)*, reveals deeper understanding to advantages and roles of advocacy marketing; a macro viewpoint that is beyond the scope of Corporate Social Responsibility (CSR). Advocacy marketing is a re-invested mission such that sustainability of the programs and services will benefit the total social enterprise. It circles as a thrust that functions as built-in method for policies

inspired by values as it deals with key sectors, or in this presentation will be dubbed as “spokes,” that is encountered by the corporation: employees; market or consumers; community and government, and environment; thus, providing the establishment a movement towards sustainability. The special session will be linked to education; thus, redirecting the session as a design to awaken young marketers as they take the lead in creating strategies and maximizing marketing tools such as advocacy advertising and CSR or corporate social responsibility which are under the umbrella of advocacy marketing.

### **Beyond Corporate Social Responsibility (CSR).**

Many entrust image building of predominantly private organizations by using CSR. However, advocacy marketing aligns CSR as nestled to promote the programs under four major spokes. While CSR focuses on building corporate image, advocacy marketing, on the other hand, centers on the results and how it will affect society in general.

### **Circled on the Four Spokes**

The focal point of advocacy marketing’s goal is sustainability. Compared to CSR or advocacy advertising, advocacy marketing firmly emphasizes the collaboration of all spokes in order that sustainability is attained. However, the session has synchronized these factors into four: employees, market, community and government, and environment. Advocacy marketing aims at sustainability. It ensures longevity that will secure what a person may consider vital aspects that will revolve in his/her lifetime. Thus, if programs contributing to four spokes or factors are present, the organization is largely on track to sustainable influence and goals.

(1) Work environment. As a main source of livelihood, employment, may it be under the roof of a corporation or a self-sustained business, the work place, more importantly the people, act as drivers to push advocacy or the “business of doing good without expecting anything in return”.

(2) Market. As advocacy is groomed in the work place, market which is largely represented by the customers, suppliers and outlying external members contributory to the organization should be able to witness advocacy that emanates in the company particularly observed to the employees Thus, customers do not just become loyalists to products or services but also patronizes company offerings

because of the belief that the company makes a difference;

(3) Community and Government. Sustainability is mandated. Basically, advocacy involves not just an instigation of social change within the profiting milieu but is benefited by total atmosphere which is largely the community as main benefactors and the government to maintain control and order. Hence, advocacy marketing prompts a complete involvement of governing authorities in order that it can be supported by national policies and laws, while retaining the support of large implementers of change (i.e. community, market and employees) since it will benefit the whole environment;

(4) Environment. Advocacy Marketing links three critical environments of young marketers: advertising technology, ecological environment, and media. (a) The rampant and rapid stretch in innovation allowed borderless world with variation in features (i.e., emails, SMS, video streaming, blogging). However, advocacy marketing preaches that technology is medium for social revolution, and by maximizing this indispensable tool, advocacy marketer and their message reaches more audience, specifically those exposed to technology. (b) Conserving the life on earth is more than an understated fact since at present. There is only one planet to preserve. Thus, advocacy marketing regards ecology as the foundation why sustainability of all activities is attained. Advocacy channels to the total community the goal of protecting the earth, life and its inhabitants, as we are also part of the recipients of its existence. (c) The role of marketers is to ensure that the message of advocacy is channeled in order that engagement will be achieved. Hence, media, precisely advertising, will take the lead in ensuring messages are channeled to appropriate media. However, it is noted that while the technological environment transforms, tools in advertising also adjust. Thus, the media and advertising environment explores not just the traditional medium of promotion but explores appropriate means to channel advocacy.

**FIGURE 1: FOUR SPOKES**



**References Available on Request**