

Timeline of Social Marketing Academia

- 1951** – G.D Weibe first examined the concept of social marketing in
- 1969** – Kotler and Levy’s ‘*Broadening the concept of marketing*’
- 1971** – Kotler and Zaltman’s ‘*Social Marketing: An approach to planned social change*’ (this article coined the term social marketing).
- 1981** – Bloom and Novelli review the first 10 years of social marketing in an article appearing in the *Journal of Marketing*
- 1988** – Lefebvre and Flora’s ‘*Social Marketing and Public Health Interventions*’
- 1989** – Kotler and Roberto’s ‘*Social Marketing: Strategies for Changing Public Behaviour*’
- 1990** – Fine ‘*Social Marketing: Promoting the Causes of Public and Nonprofit Agencies*’
- 1994** – Publication *Social Marketing Quarterly* is launched
- 1995** – Andreasen ‘*Marketing Social Change: Changing Behavior to Promote Health, Social Development, and the Environment*’
- 1999** – Formation of the Social Marketing Institute in Washington, D. C.
- 1999** – Kotler ‘*Kotler on Marketing: How to Create, Win and Dominate Markets*’
- 1999** – McKenzie-Mohr and Smith ‘*Fostering Sustainable Behavior*’
- 2003** – Donovan ‘*Social Marketing Principles & Practice*’
- 2004** – Kotler ‘*Ten Deadly Marketing Sins: Signs and Solutions*’
- 2005** – Kotler ‘*FAQ’s Marketing*’
- 2005** – National Social Marketing Centre is formed in London
- 2006** – Andreasen ‘*social Marketing in the 21st Century*’
- 2007** – Basil and Wymer ‘*Social Marketing: Advances in Research and Theory*’
- 2007** – Kotler and Armstrong ‘*Marketing: An Introduction*’
- 2008** – Kotler and Lee ‘*Social Marketing: Influencing Behaviors for Good*’

Timeline sourced from Kotler and Lee (2008) and report bibliography.