



CALL FOR PAPERS

ICSMSC 2020
Sep 23-24, 2020
Vancouver, Canada

The International Research Conference is a federated organization dedicated to bringing together a significant number of diverse scholarly events for presentation within the conference program. Events will run over a span of time during the conference depending on the number and length of the presentations.

ICSMSC 2020 : International Conference on Social Marketing and Social Change is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Social Marketing and Social Change. The conference will bring together leading academic scientists, researchers and scholars in the domain of interest from around the world. Topics of interest for submission include, but are not limited to:

Social marketing

Social marketing programs, plan
implementation and analysis

Social marketing and social change

Macro-social marketing

Community-based social marketing

Social marketing for small
businesses

Theoretical models in social
marketing

Social media marketing

Strategic social marketing

Advertising in social marketing

Ethical issues in social marketing

Health behavior and communication

Social marketing for public health

Environmental behavior change

Charity social marketing

Political marketing