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Determining the Level of Interest in a Professional Association for Social Marketing in the United States: Results of a National Survey

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Abstract

Recent proposals about a professional organization for social marketing in public health led to a web-based survey of 430 anonymous respondents. The analysis explored the various characteristics of respondents (e.g., career status, experience, and work setting) in addition to the kind of organization they prefer, its benefits, and membership fees. The results indicate strong support for a professional organization and encourage further developmental efforts.

