

SOSYAL PAZARLAMA

**Sosyal Pazarlama Kampanyası
Örnekleriyle**

**Yrd. Doç. Dr. M.A. Burak NAKİBOĞLU
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6. BÖLÜM KAMPANYALAR İLE İLGİLİ KAYNAKLAR

Bu bölüm oluşturulurken, NationalSocial Marketing Centre (NSMC)'den izin alınarak kurumun web sitesindeki (<http://www.thensmc.com>) örnek olaylardan faydalanılmış, internetteki diğer yazılı ve görsel kaynaklarla vakalar zenginleştirilmiştir. Desteklerinden dolayı NSMC'ye teşekkür ederiz.

SEEDING SUSTAINABLE COMMUNITIES

- <http://wwarchive.brix.fatbeehive.com/images/site/Policy/nwcg/seedling%20sustainable%20communities.pdf>
- http://www.civilsociety.co.uk/charityawards/winners/2008/commended_charities/animals_and_the_environment/content/9658/peterborough_environment_city_trust?topic=&print=1
- <http://www.pect.org.uk/downloads/PECT-s-20-year-timeline-363.pdf>

SMARTER TRAVEL SUTTON

- <http://www.paroseprojects.co.uk/wp-content/uploads/2012/08/24032671-1.png>
- http://www.eltis.org/sites/eltis/files/case-studies/documents/smarter_travel_sutton_-_26_february_2010_anon_9.pdf
- http://epomm.eu/maxeva/uploads/STStbirdANNUALREPORT2010_V08.pdf
- <http://content.tfl.gov.uk/smarter-travel-richmond-communications-development.pdf>

ECOTEAMS

- <http://www.nsmcentre.org.uk/node/658/pv>

COMMUNITY LEARNING AND ACTION FOR SUSTAINABLE LIVING

- http://assets.wwf.org.uk/downloads/clasl_a_guide_to_supporting_communities_in_sustainable_living.pdf
- <http://www.thensmc.com/sites/default/files/CLASL%20literature%20review%202005.pdf>
- <http://www.thensmc.com/sites/default/files/CLASL%20final%20evaluation2008.pdf>

Kaynaklar

CHOOSE HOW YOU MOVE

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IT'S NOT OK

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INCREASING CHILD RESTRAINT USE IN MOTOR VEHICLES

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