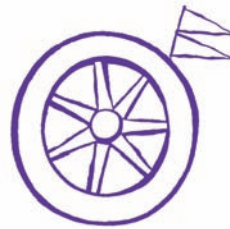




LUND UNIVERSITY



SASNET

In collaboration with the Dept. of Sociology,  
**SASNET presents:**

A guest lecture by

**Professor Mijanur Rahman**

Department of Marketing, University of Dhaka

# Social Marketing in Family Planning: Lessons from Bangladesh

**Thursday, 26 May 2011, 13–15**

Conference room No. 1, Dept. of Sociology,  
Paradisgatan 5, Lund

**All are welcome!**

Axel Fredholm   Mashiur Rahman   Lars Eklund

## **Lecture abstract:**

Marketing has been preoccupied with profit-making organizations, but recent development suggests that it has important contribution to make to other social sectors. Generic Marketing as a logic is adoptable in the context of all organizations facing problems of marketing response. It could be utilized for bringing planned social change.

Family planning, which is in an approach to the core concept of birth control, can be viewed as a social product. Selling birth control is as much a marketing job as selling any other consumer product. Techniques of commercial distribution of contraceptives and communication techniques to motivate people toward family planning were found relevant.

Contraceptive Social Marketing (CSM) programmes promote distribute, and sell a contraceptive product to consumer through an existing sales outlet at a relatively low and subsidized price in order to achieve a recognized social goal – expanding the use of contraceptives.

Bangladesh Social Marketing Company (SMC) is the largest privately managed social marketing organization in the world for a single country.

In Bangladesh 35 percent of the contraceptive users uses SMC brand contraceptives. All modern Commercial marketing techniques like market segmentation, targeting, positioning and branding and mass media communication channels are being utilized. This success story is also a good lesson for many other developing countries with similar population scenario.