

# ALCOHOLISM TREATMENT MARKETING

*Beyond T.V. Ads  
and speeches*

Donald R. Self  
*editor*

# Alcoholism Treatment Marketing Beyond Tv Ads And Speeches

**Daniel F McAuley**



## **Alcoholism Treatment Marketing Beyond Tv Ads And Speeches:**

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**National Library of Medicine Current Catalog** National Library of Medicine (U.S.), 1989

**Marketing University Outreach Programs** Ralph S Foster, William I Sauser, Donald Self, 2014-01-14 Discover the successful marketing strategies of programs which have extended the resources of a university to its community Marketing University Outreach Programs covers all aspects of continuing education program construction and the marketing process for positioning the university into the public This book begins to eradicate academicians fears of marketing by showing them a contemporary marketing plan using terminology and examples familiar to them Seventeen contributors professors administrators and outreach professionals comprehensively describe the strategies being successfully used to extend the resources of a university to its community through programs of extension public service and continuing education Although many existing models of the education process contain parallels to elements in a generic marketing process education is not viewed as a consumer product Even educators may not view themselves as marketers involved in a marketing process This attitude can place barriers between understanding the marketing process and how it relates to education Marketing University Outreach Programs helps educators overcome these potential barriers it explains marketing as a comprehensive process using terminology and examples which university extension and education professionals will find familiar and understandable Application oriented it cites numerous examples of how the marketing process can be put to use immediately Each chapter explores in depth a separate segment of the marketing process involved in public university outreach programs issue based versus discipline based programs program

delivery and delivery technology funding outreach programs comprehensive promotional strategy customer service long range planning marketing research information resources future trends model programs This book is of value to the faculty of universities specifically those in the disciplines with a mandate for professional renewal or recertification engineering medicine education faculty and professional staff in divisions of continuing education program leadership in cooperative extension organizations as well as those in other identifiable university extension units and faculty affiliated with applied research centers Members of professional associations focused on higher education outreach can also successfully apply these strategies

*Public Mental Health Marketing* Donald Self, 2013-01-11 Here is a diverse compilation of current knowledge in public mental health marketing A balanced collection of both research and how to chapters Public Mental Health Marketing helps practitioners and researchers learn to target specific groups more effectively increasing their marketing effectiveness to benefit both mental health agencies and the people they serve It presents a cross section of recent research on the many participants in the mental health system including clients donors internal stakeholders and the general public Over a dozen chapters focus on the marketing of local state and national mental health agencies and their relationships with their various clienteles This helpful book contains original research tutorials and case studies in areas such as the public as a target market primary and secondary consumers views of the system referral and secondary resource markets adolescents as a prevention and intervention market and promotional and evaluative tools Learn about the principles of marketing as they relate to mental health professionals the use of fear appeals in public service announcements building a marketing environment in community mental health settings an analysis of changes in the marketing of mental health products to government business and industry and strategies to identify and reach adolescents at risk for drug and alcohol abuse Public Mental Health Marketing also contains abstracts for nearly one hundred recent articles and monographs that are useful to researchers and practitioners of marketing in the mental health field Public information and public relations officers in local state and national mental health agencies and academic and public policy researchers from both the mental health and marketing disciplines will find the information they need to increase the effectiveness of their work

**Current Catalog** National Library of Medicine (U.S.), First multi year cumulation covers six years 1965 70

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