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Course: MKT 3950 (01) and (02) Community-Based Social Marketing (Fall 2023)

Social Marketing To Foster Positive Societal Impact

Behavior Analysis
Theoretical / Stages of Change

Data Collection (Primary and Secondary)
WHAT INSIGHTS DO PARENTS AND STUDENTS BRING?

Primary and Secondary Insights
"Transportation is especially challenging for low-income families, 45 percent of whom do not own cars, or who own vehicles that are unreliable." (Viadero, 2020)

Target Audience

- The target audience is small business owners with little to no digital marketing experience, particularly those in Southeast Los Angeles.
- The focus is on reaching out to individuals who may belong to minority groups, especially Hispanics, and face language barriers.
- The goal is to empower these entrepreneurs with digital skills and knowledge to grow their businesses using the internet.

Bridging the Digital Divide
Southeast Community Development Corporation (SCDC)
Leon Hong, Gisselle Flores, Andrea Valverde
Community-Based Social Marketing

Project Overview

The purpose of the community-engaged projects for the MKT 3950 course is to enhance the value and impact of marketing education by equipping students with the theoretical and practical knowledge necessary to contribute meaningfully to their communities. For the Fall 2023 semester, 60 students collaborated with four local non-profit organizations – SCF, SCDC, IRIS, and BWW. Collectively, these projects examined barriers to behavior change that persisted in primarily underserved communities in South Central Los Angeles, posing challenges in the equitable access and utilization of critical resources. These projects affirmed that when students apply theoretical knowledge to real-world issues, the benefits are multi-fold, permeating their personal and professional lives to local businesses communities.

Cal State LA Community Partners



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