

Essay on promotional campaign promotion of gender equality and women empowerment ...

[Business](#), [Marketing](#)



Speech

The conducted research according to marketing mix like television and radio indicates that girls are far better than boys are in cultural terms. This gears towards the gender inequality in subject. Parents to the schoolchildren, mostly ranging from 25 to 40 years of age, live below the poverty line. Politically, it is unfair because the government should boost the economy, which currently shows the parents are very poor and cannot afford the required technology to get the campaign message. Technologically, research shows that there is only one television or telephone in every town. Promotional campaign aims at achieving gender equality among students in this place where there is no gender equality. The focus is on market segmentation who is the kids and their parents focusing to promote the women empowerment so that women in china can attain a better position of Chinese economy. The present population in this place indicates that the gender inequality has been a major problem and as a result, there is no full utilization of human capital. As such, the given promotional campaign targets to achieving a higher retention rate of girls in schools. This can only be possible by marketing in the social way and aimed at the parents of kids in order to float the key message that the ratio of girls should be at least equivalent to that of boys in western schools.

The market segmentation has several strengths like the ability to survive in the poor environment and still afford to take their children to school. This is a plus for them since the children receiving education will one day be there for them and improve their lives. They however have weaknesses like the

inability to give equal attention and privileges to both boys and girls. This weakness swallows the rest since it is very common in this place.

The most appropriate campaign approach is social marketing, which is primarily concerned with ensuring the welfare of the entire society through promotion of merit possessions. The social marketing is an appropriate way of promoting gender equality in schools through parent's help because it is mainly concerned with the application of marketing tools, concepts, products and resources. Social marketing targets those that have the reason to care and are ready for change as well, and the target audience in the given campaign is the parents, they also have good reason to care for their children.

Social marketing would help in creating a sense of feelings among the parents that their decision to send their daughters to school would benefit not only their children, but also the entire society and bring in a new culture. This is contrary to the traditional one when a parent would have more than ten children and maybe advocate for one parent one child policy. It will empower them to take initiatives that would result into the development of entire society. Social marketing is also appropriate in the rural areas for promotion of activities that result into higher levels of benefit to the whole society. The subordinate gender equality ratios at schools in rural China are adversely affecting the lives of female children.

Tools and techniques of social marketing can get full utilization in the promotion of such inequality. Adverse impact of such lower ratio over the societal development can only be with the help of one child policy where there should only be one child per family or two incase both parents have a

child in the time of marriage. In rural china, each registered household should have only two children.

Social marketing is highly beneficial in seeking an increase in the acceptability of a social idea or cause in a target group and since, the development of female children in the society is a social cause, it could get effective promotion through social marketing tools and techniques among the parents of such suffered children. Therefore, the defined target audience should be school kids' parents with the design slogan being Promotion of Gender Equality and Women Empowerment in Rural China.

The implementation of campaign by use of the implementation theory is through the selection of appropriate marketing mix such as television advertisements and posters. In so doing, the market segmentation such as the parents of children can get encouragements to send their female child to schools and ultimately and improve the low boy to girl ratios in schools. It is essential to monitor the impact of the \$26. 5 million program aimed at financing campaign performed through a focus group interview. After a period of 3 months of the campaign and any increase in the ratio would mean that, the campaign has been effective in inducing parents to send their children at school.

Social marketing is a good cause of marketing tools because it is able to reach the appropriate market segmentation on time if correct products are in use. It is good for getting a message across the parents because the price paid is affordable and promotion media mix is available. Social marketing is good for promotion of social activities because the market segmentation is

easy to talk to using the correct products. All these tools and techniques are social marketing tools and techniques.