

047
CHE

UNIVERSITY OF MACAU
FACULTY OF BUSINESS ADMINISTRATION

**TOWARD A DRUG FREE SOCIETY:
SOCIAL MARKETING AS A TOOL IN
DRUG PREVENTION EFFORTS IN MACAU**

**Thesis presented to
Faculty of Business Administration.,
University of Macau for the
Granting of the
MBA degree in
Marketing and Strategic Management**

**CHEANG SIN WAI
M-95-6118-4**

1995-98

TABLE OF CONTENTS

CHAPTER	PAGE
List of Tables	iv
List of Figures	v
1 INTRODUCTION	1
1.1 Purpose of This Thesis	1
1.2 Levels of Prevention	2
1.3 Information, Education and Community	5
1.4 Organization of the Thesis	9
2 LITERATURE REVIEW: SOCIAL MARKETING, ALTERNATIVE APPROACHES AND EFFECTIVE COMMUNICATION TO NARCOTIC PREVENTION	11
2.1 What is Social Marketing?	11
2.2 Social Marketing in Narcotic Prevention Organization	21
2.2.1 Process of Illicit Drug Use	22
2.2.1.a Risk Factors	23
2.2.1.b Resilience/Protective Factors	23
2.3 The Marketing Arena	26
2.4 Comparative the Major Approaches, Strategies and Techniques in Drug Prevention	29
2.4.1 Knowledge/Attitude Approach	29
2.4.2 Value/Decision-Making Approach	34
2.4.3 Social Competency Approach	34
2.5 Developing Effective Communication	38

CHAPTER	PAGE	
3	APPLYING THE SOCIAL MARKETING MANAGEMENT PROCESS TO NARCOTIC PREVENTION EFFORTS IN MACAU	50
3.1	The Process of Social Marketing Management and Development Strategy	50
3.1.1	Situation Analysis of Macau	52
3.1.1.1	The Development of the Prevention and Control of Drug Abuse in Macau	56
3.1.1.1.a	Government Enforcement	56
3.1.1.1.b	Organizations (Governmental and Non-Governmental)	57
3.1.2	Social Marketing Environment in Prevention Work	58
3.1.2.a	External Environment (Threats and Opportunities)	62
3.1.2.b	Internal Environment (Strengths and Weaknesses)	67
3.2	Prevention Strategies in Macau	69
4	PROPOSAL OF A MARKETING STRATEGY AND PROGRAM	73
4.1	The Target-Adopter Population	73
4.2	The Marketing Prevention Strategies	74
4.3	Publicity	87
5	CONCLUSIONS, RECOMMENDATIONS, AND IMPLICATIONS	92
	Footnotes	99
	Bibliography	101