



## **The Philip Kotler Social Marketing Distinguished Service Award**

### **Purpose**

The Philip Kotler Social Marketing Distinguished Service Glass is awarded annually by the Social Marketing Group and the Florida Prevention Research Center at The Social Marketing Conference to an individual who has demonstrated a life of achievement in and service to the field of social marketing.

The award honors the founder of the field of social marketing, Dr. Philip Kotler, the *S.C. Johnson & Son Distinguished Professor of International Marketing*, at the Northwestern University, Kellogg School of Management in Chicago. Dr. Kotler has published extensively in the field and provided enduring guidance to the social marketing community. He is the person most responsible for changing how all who work in or study the field, understand, and apply marketing to public service initiatives.

### **Selection criteria**

The recipients of the “Kotler Glass” embody four qualities that have characterized their life and work in social marketing. These reflect the example of character provided by Dr. Kotler.

#### **Scholarship**

Recipients will have demonstrated a body of scholarship related to social marketing, either within the academy, as a practitioner, or a combination of the two. Scholarship is demonstrated by a variety of endeavors, including published papers in peer reviewed publications, books, popular articles, e-publications, and technical reports and monographs. The value of the body of work is evaluated on how it has helped advance the understanding and practice of social marketing.

#### **Service**

Recipients will have fostered the development and cohesion of the social marketing community. They will have engaged in activities that support the work of their peers, mentored other professionals and those in training, offered their talents and efforts in service to nurturing the field and its practice, and demonstrated a sense of mission to the field.

**Leadership**

Recipients will have demonstrated leadership in the field of social marketing through their willingness to assume challenges, take risks, and apply innovated solutions to issues facing the field. They will have inspired others to improve their work and they will have advanced the field's development and practice.

**Integrity**

Recipients will have demonstrated a life of honesty, forthrightness, and ethical behavior that has provided a high standard for engaging in the collegial and business relationships associated with the work, against which others in the field measure themselves.

**Award**

The award, the "Kotler Glass", is an original work of art that is emblematic of the transformative nature of social marketing. Like the glass from which it is made, the art work symbolizes social marketing's ability to craft the "raw" elements of understanding, technique, and strategy into solutions for social problems. The award is also intended to reflect the passion that Dr. Kotler and his wife Nancy share for glass art.