Jacques-François DIOUF

Associate Professor



Présentation

Program Director:

Licence 3 Gestion, parcours Sciences de Gestion & Management (SGM)

“My research activities are mainly focused on social marketing themes. This discipline is not well known in France and is defined as “the application of techniques used in commercial marketing to analyze, plan, implement and assess programs whose goal is to modify the behavior of a target group of individuals in order to improve their personal well-being and that of society”. Social marketing research developed significantly from the 1980s onwards in the United States, Great Britain (at the initiative of Gerard Hastings) and then in Australia.

As part of a critical social marketing approach, my work focuses on studying the impact of the marketing strategies of the French alcohol industry, with a focus on the question of marketing content in advertising and packaging. This research aims to determine the nature and impact of this marketing on: on the one hand, the representation and consumption preferences of young people, and on the other hand, the effectiveness of public health measures aimed at regulating alcohol marketing in France, such as health warnings on advertisements and alcohol bottles (cf. Loi Evin, 1991; law n°2005-102).
In addition, I am particularly interested in issues related to luxury marketing and the management of luxury brands in particular”.

Based mainly on qualitative (interviews, observations) and experimental methods, my research also focuses on the application of the neuroscience paradigm to social marketing. They address managerial and societal implications that can contribute to the decisions made by public authorities and organizations.

> **Laboratoire de recherche :** CREM UMR CNRS 6211

Thèmes de recherche

Critical social marketing

Impact of alcohol marketing

Efficiency of health warnings on alcoholic drinks

Consumer Neuroscience

Use of Neuroscience Methods in Non-Commercial Marketing

Activités pédagogiques

Teaching:

- Principles of marketing
- Marketing management
- Marketing New Product Launch
- Social Marketing
- Corporate Strategy