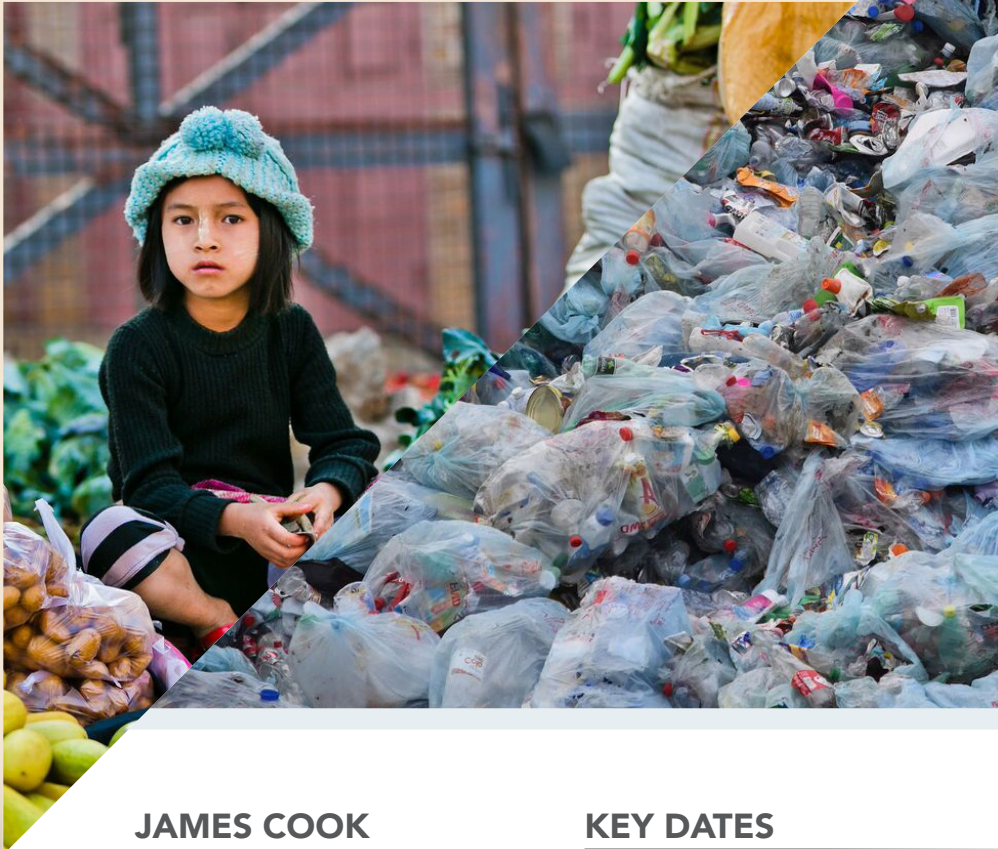


# BROADENING CULTURAL HORIZONS IN SOCIAL MARKETING

ISMC 2018 will have a specific emphasis on cross cultural perspectives and delegates will be encouraged to present case studies that highlight the unique challenges of behaviour change and showcase successful social marketing interventions across the region.



## JAMES COOK UNIVERSITY CAMPUS

**Main Conference:**  
15-16 July 2018

**Doctoral Colloquium:**  
17 July 2018

## KEY DATES

Event:	Date:
Call for Papers	June 2017
Call for Reviewers	June 2017
Submissions Due	November 2017
Final Papers	January 2018
Conference	15-16 July 2018
Doctoral Colloquium	17 July 2018