Green Journals

International Approved Journals

Journal Information

Journal Title	Social Marketing Quarterly
Publisher	Sage Publications
ISSN	1524-5004
E-ISSN	1539-4093
Database	ABDC
Domain	Health Sciences, Physical Sciences, Social Sciences

Classification History

Year	A+	A	B	C
2026			✓	
2025			✓	
2024			✓	
2023			✓	
2021/2022			✓	
2020			✓	
2019			✓	
2018				

Classification: The table above shows all journal classifications recorded for each classification year in the Green Journals database. A journal may have more than one classification in the same year.

Recent Articles

Tailoring Social Marketing Strategies for Patients Facing Multiple Health Risk Factors: The LIFE Framework
2026-10-21
Authors: Marie-Laure Mourre, Jean-Marc Ferrandi
DOI: 10.1177/15245004261497071

Social Marketing of Operation Snap: An International Opportunity to Improve Road Safety
2026-10-12
Authors: Alan Tapp, Helen Wells, Santiago Amietta
DOI: 10.1177/15245004261487840

From Training to Practice: A Case Study of Implementing the PAHO Social Marketing in Public Health Online Curriculum in Latin America and the Caribbean
2026-10-11
Authors: Angela Makris, Yadhira Maldonado, Natalie Erasme et al.
DOI: 10.1177/15245004261497079

Concealment and Consumption: Rethinking Menstrual Products Through Social Marketing
2026-9-26
Authors: Nidhi Bhatia, Biswajita Parida
DOI: 10.1177/15245004261489970

The Social Risks of Predatory Monetisation Schemes on Gaming Addictive Behaviour: Implications for Upstream Social Marketing
2026-9-25
Authors: Neo Ligaraba, Isaac Sewornu Coffie, Jarryd Wassink et al.
DOI: 10.1177/15245004261485736

Same Tactics, Different Results: A Social Marketing Case Study of Marine Wildlife Viewing in Hawai‘i
2026-9-16
Authors: Katie M. Abrams, Lucy Chalgren, Kirsten M. Leong
DOI: 10.1177/15245004261490672

A Community-Based Social Marketing Campaign to Promote Sustainable Transportation at a University Campus
2026-8-31
Authors: Andrea Martinez Gonzalez, Tobias Reynolds-Tylus, Peter Bsumek et al.
DOI: 10.1177/15245004261483448

Partnering With the Corporate Sector on Social Marketing Programmes
2026-8-26
Authors: David Shaw, Fiona Harris, Haider Ali
DOI: 10.1177/15245004261470987

Push and Pull of Partnership Tensions: A Social Marketing Perspective
2026-8-16
Authors: Yacoob Suleiman, M. Bilal Akbar, Irene Garnelo-Gomez
DOI: 10.1177/15245004261477874

Exploring the Reasons Behind the Low Purchase Rate of CPAP Machines Among Adult Patients With Obstructive Sleep Apnea Through Qualitative Research
2026-7-18
Authors: Bundit Sawunyavisuth, Sasawan Heingraj, Darunee Jongudomkarn et al.
DOI: 10.1177/15245004261469690