

8/4/20



***Introduction to Social Marketing***  
**Professional Certificate of Completion**  
**International Social Marketing Association**

**Course Instructor:** Nancy R. Lee

**Course Title:** Introduction to Social Marketing Course Fall 2020

**Course Date 2020: Weeks of September 28 – December 18. (12 Weeks)**

**Course Description:**

This course provides an in-depth and hands-on introduction to Social Marketing, a proven behavior change discipline first distinguished in the early 1970s. It has had a profound impact on influencing citizen behaviors that:

- *Improve public health:* Tobacco, HIV/AIDS, Obesity, Immunizations, Physical Activity, Malaria
- *Prevent injuries:* Traffic and Pedestrian Safety, Workplace Safety, Drowning Prevention
- *Protect the environment:* Water Quality, Water Conservation, Air Quality, Alternative Transportation, Energy Conservation, Waste Management, Fish and Wildlife Habitats, Stormwater Runoff
- *Contribute to communities:* Blood Donation, Crime Prevention, Literacy, Voting, Homelessness
- *Enhancing financial well-being:* Retirement savings, College funding, Checking accounts for the poor

**Course Format:**

Each week, you will read, on average, 1-2 chapters in the assigned text, review (on your time) a narrated PowerPoint that offers an in-depth discussion of the assigned chapter(s), and a detailed description of the assigned Step in the 10 Step Planning Model to be completed that week. Once drafted, you will send a word document by end of Saturday of that week to the instructor who will provide feedback on your draft step by end of day on the following Tuesday. Upon final approval of your social marketing plan, you will receive a *Professional Certificate of Completion* from iSMA.

**Course Learning Objectives:**

1. Understand the Social Marketing definition, planning process and keys to success.
2. Identify appropriate applications for Social Marketing.
3. Identify relevant methods and applications for marketing research.
4. Learn a 10-step model for developing, implementing and evaluating a strategic social marketing campaign.
5. Develop a social marketing plan.

**Required Course Text:**

***Social Marketing: Behavior Change for Social Good*** (6<sup>th</sup> Edition)

Nancy R. Lee, Philip Kotler (SAGE Publications, 2019).

(Note: Instructor will not receive royalties for student purchase of this text.)

**Course Expectations for Certificate of Completion**

1. Reading assignments prior to each Online session.
2. Complete viewing online sessions during week assigned.
3. Submit draft steps for that week by end of week (Saturday) when step is presented.
4. Submit final 10 Step plan, by end of Week 12.

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### Detailed Course Syllabus and Outline

Session #	DATE	PREASSIGNMENT Readings Prior to Viewing Prerecorded Online Session	PRECORDED ONLINE SESSION	ASSIGNMENT BEFORE NEXT SESSION THE NEXT WEEK
1	Week of Sept. 28  ZOOM SESSION	Chapters 1, 2, 3, 4, 5  (Approx. 134 pages)  NOTE: CAN READ CHP. 1 & 2 WEEK OF 9/21 TO SPREAD OUT THIS FIRST WEEK	Overview of Social Marketing  10 Step Planning Process  Research Needs & Options  Step 1: Choose a Social Issue, Purpose & Focus  Step 2: Conduct Situation Analysis	Draft Steps 1, 2
2	Week of Oct. 5	Chapter 6  (Approx. 32 pages)	Step 3: Select and Describe the Priority Audience	Draft Step 3
3	Week of Oct. 12	Chapter 7  (Approx. 32 pages)	Step 4: Set Marketing Objectives and Goals  (Behavior, Knowledge, Beliefs)	Draft Step 4
4	Week of Oct. 19	Chapter 8  (Approx. 28 pages)	Step 5: Audience Insights  (Barriers, Benefits, Motivators, Competition, Influential Others)	Conduct Audience Research  Draft Step 5: Audience Insights
5	Week of Oct. 26  ZOOM SESSION	Chapter 9 Chapter 10  (Approx. 50 pages)	Step 6: Positioning  Step 7.1: Product	Draft Step 6: Positioning  Draft Step 7: Product
6	Week of Nov. 2	Chapter 11  (Approx. 22 pages)	Step 7.2: Price	Draft Step 7: Price
7	Week of Nov. 9	Chapter 12  (Approx. 24 pages)	Step 7.3: Place	Draft Step 7: Place
8	Week of Nov. 16	Chapter 13  (Approx. 36 pages)	Step 7.4: Promotion Part 1	Draft Step 7: Promotion Part 1
9	Week of Nov. 23	Chapter 14  (Approx. 42 pages)	Step 7.4: Promotion Part 2	Draft Step 7: Promotion Part 2: NOTE. NOT DUE UNTIL DEC. 5 BECAUSE OF THANKSGIVING HOLIDAY FOR SOME.
10	Week of Nov. 30	Chapter 15  (Approx. 34 pages)	Step 8: Determine Evaluation Plan	Draft Step 8: Evaluation Plan
11	Week of Dec. 7	Chapter 16  (Approx. 26 pages)	Step 9: Establish a Campaign Budget and Find Funding	Draft Step 9: Budget
12	Week of Dec. 14  ZOOM SESSION	Chapter 17  (Approx. 26 pages)	Step 10: Outline an Implementation Plan	Draft Step 10: Implementation Plan and Finalize Plan Steps 1-10  Submit by December 14. Feedback by December 18.