

3/10/2023

Detailed Course Syllabus and Outline: Fall 2023 Course

Session #	DATE Weeks Are Noted by Monday Date	PREASSIGNMENT Readings Prior to Viewing Prerecorded Online Session	PRECORDED ONLINE SESSION	ASSIGNMENT DUE END OF WEEK BY END OF DAY SATURDAYS FEEDBACK BY END OF DAY TUESDAYS
1	Week of Oct. 2 ZOOM SESSION SOMETIME THIS WEEK	Chapters 1, 2, 3, 5 (Approx. 100 pages) NOTE: TO SPREAD THIS OUT, CAN READ CHPS. 1 & 2 WHEN REGISTER. A LINK WILL BE SENT FOR THESE 2 CHAPTERS. NOTE. CHP. 4 IS WEEK OF 10/23..	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. 9	Chapter 6 (Approx. 32 pages)	Step 3: Select and Describe the Priority Audience	Draft Step 3
3	Week of Oct. 16	Chapter 7 (Approx. 32 pages)	Step 4: Set Marketing Objectives and Goals (Behavior, Knowledge, Beliefs)	Draft Step 4
4	Week of Oct. 23	Chapters 4 and 8 (Approx. 50 pages)	Step 5: Audience Insights (Barriers, Benefits, Motivators, Competition, Influential Others)	Conduct Audience Research Draft Step 5: Audience Insights
5	Week of Oct. 30 One-On-One Session w/Nancy (30 min./Student)	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. 6	Chapter 11 (Approx. 22 pages)	Step 7.2: Price	Draft Step 7: Price
7	Week of Nov. 13	Chapter 12 (Approx. 24 pages)	Step 7.3: Place	Draft Step 7: Place
8	Week of Nov. 20	Chapter 13 (Approx. 36 pages)	Step 7.4: Promotion Part 1	Draft Step 7: Promotion Part 1 Note. Not due until Nov. 29 because of Thanks giving Holiday for some.
9	Week of Nov. 27	Chapter 14 (Approx. 42 pages)	Step 7.4: Promotion Part 2	Draft Step 7: Promotion Part 2:
10	Week of Dec. 4	Chapter 15 (Approx. 34 pages)	Step 8: Determine Evaluation Plan	Draft Step 8: Evaluation Plan
11	Week of Dec. 11	Chapter 16 (Approx. 26 pages)	Step 9: Establish a Campaign Budget and Find Funding	Draft Step 9: Budget
12	Week of Dec. 18 ZOOM SESSION SOMETIME THIS WEEK	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 23. Feedback by December 28.