# Developing a Strategic Social Marketing Plan
## Professional Certificate of Completion

### Course Syllabus (Fall 2025)

| Session # | DATE<br>Weeks are noted by Sunday date | PREASSIGNMENT<br>Readings Prior to Viewing Prerecorded Online Session | PRECORDED ONLINE SESSION | ASSIGNMENT DUE<br>End of week by end of day Saturday<br>Feedback by end of day Tuesday |
|---|---|---|---|---|
| 1 | **Week of Sept. 14**<br>1-hour Zoom session to take place on Monday Sept. 15. Time TBC. | **Chapters 1, 2, 3, 5 (Approx. 100 Pages)**<br>Note: To spread this out, Chapters 1 & 2 can be read from course registration, with book sample sent on registration.<br>Note. Ch. 4 Is week of 10/5. | **Overview of Social Marketing**<br>10 Step Planning Process<br>Research Needs & Options<br>Step 1: Choose a Social Issue, Purpose & Focus<br>Step 2: Conduct Situation Analysis | **Draft Steps 1, 2** |
| 2 | **Week of Sept. 21** | **Chapter 6**<br>(Approx. 32 pages) | **Step 3: Select and Describe the Priority Audience** | **Draft Step 3** |
| 3 | **Week of Sept. 28** | **Chapter 7**<br>(Approx. 32 pages) | **Step 4: Set Marketing Objectives and Goals**<br>(Behavior, Knowledge, Beliefs) | **Draft Step 4** |
| 4 | **Week of Oct. 5** | **Chapters 4 and 8**<br>(Approx. 50 pages) | **Step 5: Audience Insights**<br>(Barriers, Benefits, Motivators, Competition, Influential Others) | **Conduct Audience Research**<br>Draft Step 5: Audience Insights |
| 5 | **Week of Oct. 12**<br>Optional 10-minute individual session/Zoom with Nancy this week. | **Chapter 9 Chapter 10**<br>(Approx. 50 pages) | **Step 6: Positioning**<br>**Step 7.1: Product** | **Draft Step 6: Positioning Draft Step 7: Product** |
| 6 | **Week of Oct. 19** | **Chapter 11**<br>(Approx. 22 pages) | **Step 7.2: Price** | **Draft Step 7: Price** |
| 7 | **Week of Oct. 26** | **Chapter 12**<br>(Approx. 24 pages) | **Step 7.3: Place** | **Draft Step 7: Place** |
| 8 | **Week of Nov. 2** | **Chapter 13 pp. 291-322**<br>(Approx. 31 pages) | **Step 7.4: Promotion Part 1** | **Draft Step 7: Promotion Part 1** |
| 9 | **Week of Nov. 9** | **Chapter 13 pp. 322-354**<br>(Approx. 32 pages) | **Step 7.4: Promotion Part 2** | **Draft Step 7: Promotion Part 2** |
| 10 | **Week of Nov. 16** | **Chapter 14**<br>(Approx. 34 pages) | **Step 8: Determine Evaluation Plan** | **Draft Step 8: Evaluation Plan** |
| 11 | **Week of Nov. 30** | **Chapter 15**<br>(Approx. 22 pages) | **Step 9: Establish a Campaign Budget and Find Funding** | **Draft Step 9: Budget**<br>. |
| 12 | **Week of Dec. 7**<br>Zoom session to take place on Monday December 22 .<br>Time TBC. | **Chapter 16**<br>(Approx. 23 pages) | **Step 10: Outline an Implementation Plan** | **Draft Step 10: Implementation Plan and Finalize Plan Steps 1-10**<br>Submit by Dec. 13<br>Feedback by Dec 20. |