

## Social Marketing: A strategic approach to health behavior change

### Goal

Social Marketing is a consumer driven approach to developing health, social and environmental change initiatives. It draws best practices from commercial marketing, but uses these practices to benefit of public health and society. This course is designed to provide students with an understanding of the principles and practices of social marketing as they relate to public health promotion. The key concepts and conceptual frameworks and their implications on public health and social change initiatives will be examined.

Upon completion of the module, students will be able to:

- describe the key concepts in social marketing
- define the social marketing process
- describe effective social marketing strategies
- describe prominent theories in social marketing
- conduct a target audience analysis
- develop a comprehensive social marketing plan

### Contents

- Social Marketing and health communication principles
- Behavior change and communication theories
- Audience Analysis and Segmentation
- Social Marketing Strategies
- Implementation, Monitoring and Evaluation of Social Marketing

### Methods

This is a hands-on, interactive course where students will hear lectures, but also do group work and receive immediate feedback from the instructor. Social marketing addresses a broad range of health, social, and political issues and this course will allow students to focus on relevant topics of interest to them (e.g., smoking cessation, nutrition, physical activity, HIV prevention, access to services, sustainable living, climate change, etc.).

Students should plan to spend approximately 4 hours in reading and preparing for the course. The evening between day 1 and 2, students will spend approximately 2-3 hours preparing for the next day activities. The evening of the 2nd day, students should plan for approximately 3 hours preparing, in groups, their social marketing plan. The final day will include group presentations.

### Exam

Group work and presentation

### Preparation and postprocessing

10 hours preparation, 1 hour postprocessing

### ECTS-Credits

1.5 ECTS-Credits

### Target audience

- Advanced course for students of the MPH programme (optional)
- Public health specialists, health promoters, educators, psychologists, sociologists, industry reps, physicians, and marketers
- Campaign designers and evaluators
- Future and current social marketers
- Decision and policy makers

### Organisation

Università della Svizzera italiana, Lugano

Institut für Sozial- und Präventivmedizin der Universität Zürich

### Coordination of course

Prof. Dr. Suzanne Suggs, Faculty of Communication Sciences, Università della Svizzera italiana

### Lecturers and tutors

Prof. Dr. L. Suzanne Suggs, Faculty of Communication Sciences, Università della Svizzera italiana

### Dates

8 - 10 February 2012

### Location

Zürich

### Fees

Fr. 1150.–

### Registration deadline

8 December 2011