

Course at a Glance

Fall 2014

Course Title: Social Marketing

Course Number: PHC 6411

Dept: CFH

Credits: 3

Traditional Section: 310

Reference Number: 89302

Certificate Section: 999

Reference Number: 99999

For GDM, PHP, IMSPH, ExMPH Sections: please visit Self-Funded Program [website](#) for course reference numbers, registration procedures and deadlines.

Instructor Name: Kathryn Anderson, PhD

Co-instructor Name:

Instructor Email : kanders2@health.usf.edu

Co-Instructor Email:

Course Description:

This course is designed to analyze the components and applications of social marketing for public health. Class sessions will combine didactic presentations with group discussion and in-class exercises. Students are expected to read the assigned materials prior to each class so that they are prepared to participate. Students are also expected to complete homework assignments on time.

Format of content presentation, activities and/or instructional methods:

Web-based (in Canvas). Sessions consist of objectives, lecture notes, required and supplemental readings, quizzes, discussions, assignments, and a final project. Instructional methods include narrated lectures, readings, and interactive assignments.

Textbook and Ordering materials:

Required Text:

Lee, Nancy R. & Kotler, P. *Social Marketing: Influencing Behavior for Good*, 4th ed., Los Angeles, CA: SAGE Publications.

How to Order:

Purchase your textbook online on the [HSC Bookstore website](http://usfhsc.bncollege.com) (<http://usfhsc.bncollege.com>)

Other Required Materials:

Research articles and handouts are provided on Canvas as supplemental readings.

Course Objectives:

Upon completion of this course, the student will be able to:

1. Understand the definition of social marketing.
2. Identify appropriate uses of social marketing in public health.
3. Identify and apply appropriate strategies to overcome barriers to using social marketing.
4. Identify and use appropriate existing marketing resources.
5. Identify the appropriate methods for use in conducting social marketing research.
6. Identify primary and secondary target audiences and apply appropriate audience segmentation strategies.
7. Utilize a ten-step model for developing, implementing and evaluating a social marketing campaign.
8. Design a social marketing plan to ameliorate a public health problem.
9. Adopt the social marketing mindset.
10. Discuss ethical principles that guide social marketing practice.
11. Identify and apply appropriate evaluation techniques for social marketing programs.
12. Discuss the inter-relationships between health communication and social marketing.

Course Content Organization:

The course is organized into 16 weekly sessions. In general, the session for that week is designed to be completed within a one week period. Each weekly session will be available every Monday, but will not be visible unless the check questions for the prior week have been successfully completed.

Types of Assessments and Activities in the course:

- Check Questions (Quizzes)
- Ethical Scenarios (Discussions)
- Discussion board conversations about readings (Discussion)
- Group Project (15 separate deliverables, approximately weekly)
- Final Exam
- Optional extra credit, join and participate on a listserv

Course Expectations:

To successfully complete this course, students are expected to:

- Read and understand the syllabus.
- Log in to Canvas at least twice a week.
- Read all of the required course materials each week.
- View all pre-recorded lectures and videos.
- Interact with fellow students via online discussions.
- Complete and submit all assignments (quizzes, discussions, group project) and the final exam by due dates and times.
- Ask questions. Contact the instructor (by e-mail) promptly if you are having difficulty understanding any of the course materials, lectures, or discussions.

Required Dates to be Online:

Log in to Canvas and complete first weekly module by the end of the first week of class.

For more information about the Course, Contact:

Name: Kathryn Anderson, PhD

Contact Info: kanders2@health.usf.edu

Note: For problems accessing the course materials and other computer technical problems, click the **Tech Assistance** button in your course website and fill out a "Technical Problem Report Form". Tech Assistance button links to the Technical Assistance page of the Office of Educational Technology & Assessment website at:

<http://health.usf.edu/publichealth/eta/techsupport.html>. Students can also receive assistance via telephone at 813-974-6666, Mon-Fri 8:30am-5pm, or via email at eta@health.usf.edu.

Technology Requirements (e.g. software or hardware):

Visit this website for software requirements and downloads:

http://health.usf.edu/publichealth/eta/students_tech_requirements.htm

Please Note: The information on this document is subject to change. The course instructor has the right to change any information posted in this document. Students should check the official course syllabus released during the first week of classes for any updates to this document.