

***Introduction to Social Marketing***  
**University of South Florida Field School**  
**June 13-17, 2008**

**University of South Florida**  
**College of Public Health**  
**Department of Community and Family Health**  
**Annual Social Marketing in Public Health Field School**

**Course location:**

**DESCRIPTION:**

This course is designed to give students a thorough orientation to the discipline of social marketing and specific applications in public health. It is appropriate for current and future practitioners in the public health field. Class sessions will combine didactic presentations with group discussions and in-class exercises. Students are expected to read all assigned materials prior to each class session so that they are prepared to participate. Students are also expected to complete homework assignments on time.

**INSTRUCTOR:**

**Nancy Lee, MBA**

Adjunct Faculty

University of Washington, Seattle University and University of South Florida

Coauthor of Class Text: Social Marketing: Influencing Behaviors for Good

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**OBJECTIVES FOR FIELD SCHOOL SESSIONS:**

Upon completion of this course, students will be able to:

1. Understand the definition of social marketing.
2. Identify appropriate uses of social marketing in public health.
3. Identify the appropriate methods for use in conducting social marketing research.
4. Learn a ten-step model for developing, implementing and evaluating a social marketing campaign.
5. Design a social marketing plan, with a 4-5 person team, to ameliorate a public health problem.
6. Apply the social marketing mindset to develop, implement/manage, and evaluate social marketing programs.
7. Discuss ethical principles that guide social marketing practice.

## **REQUIREMENTS:**

1. Students are expected to read all assignments before each class session.
2. Each student will be expected to attend all class sessions.
3. Students are expected to complete numerous assignments throughout the 5-day course.
4. Because assignments are designed as learning experiences, they must be completed as scheduled. If an assignment is turned in late, one point will be deducted for each day after the deadline.
5. Class participation is essential.

## **SPECIAL ASSIGNMENT:**

Students will form teams of 4-5 and will develop a marketing plan outline for a social marketing campaign, using worksheets in the appendix of the text. Components of the plan will be presented in class sessions by team members, giving each team member an opportunity to present.

## **OVERVIEW OF SPECIAL SESSIONS FOR FIELD SCHOOL SESSIONS:**

### **DATES :**

Monday	June 13	1:00pm – 5:00pm
Tuesday	June 14	8:30am – 4:30pm
Wednesday	June 15	8:30am – 4:30pm
Thursday	June 16	8:30am – 4:30pm
Friday	June 17	8:30am – 4:30pm

Please Note. Classroom Hours = 32. Hours Outside Class for Reading and Assignments, Approximately 13 hours.

### **TEXT:**

Social Marketing: Influencing Behaviors for Good (3rd Edition). 2008 Sage Publications, Inc. Philip Kotler and Nancy Lee

ISBN: 978-1-4129-5647-5

### **ADDITIONAL READINGS:**

If required, these will be sent to you from the USF COPH Continuing Education.

## Course Schedule for Students

Readings for Friday	Chapters 1, 2, 3, 4
<b>Friday, June 13</b>	
1:00-2:45	Introductions and Orientation to Course <i>Overview of Social Marketing</i>
2:45-3:00	Break
3:00-5:00	<i>The Role of Marketing Research</i> Selecting Topics and Teams
Readings for Saturday	Chapters 5, 6, 7, 8
<b>Saturday, June 14</b>	
8:30-10:15	<i>Step One: Purpose &amp; Focus</i> <i>Step Two: Situation Analysis</i>
10:15-10:30	Break
10:30-12:30	<i>Step Three: Target Audience</i>
12:30-1:30	Lunch
1:30-3:00	<i>Step Four: Objectives &amp; Goals</i>
3:00-3:15	Break
3:15-4:30	<i>Step Five: Determining Barriers &amp; Benefits</i>
Readings for Sunday	Chapters 9, 10, 11, 12
<b>Sunday, June 15</b>	
8:30-10:15	<i>Step Five: Share Barriers List and Identify Competition</i> <i>Confirm Steps One - Four</i>
10:15-10:30	Break
10:30-12:30	<i>Step Six: Positioning</i> <i>Step Seven: Strategy Product</i>
12:30-1:30	Lunch
1:30-3:00	<i>Step Seven: Strategy Price</i>
3:00-3:15	Break
3:15-4:30	<i>Step Seven: Strategy Place</i>
Readings for Monday	Chapters 13, 14, 15, 16, 17
<b>Monday, June 16</b>	
8:30-10:15	<i>Step Seven: Strategy Promotion</i>
10:15-10:30	Break
10:30-12:30	<i>Step Eight: Evaluation Plan</i>
12:30-1:30	Lunch
1:30-3:00	<i>Step Nine: Budgets &amp; Funding</i>
3:00-3:15	Break
3:15-4:30	<i>Step Ten: Action Plans</i> Ethics
<b>Tuesday, June 17</b>	
8:30-10:15	Student Prepare Final Presentations
10:15-10:30	Break
10:30-12:30	Student Presentations (20 minutes each)
12:30-1:30	Lunch
1:30-3:00	Student Presentations (20 minutes each)
3:00-3:15	Break
3:15-4:30	Final Course Summary & Q&A

## **GRADING:**

### **Points Assigned:**

- 25 Class Participation
- 25 Attendance
- 50 20 Minute Presentation of Social Marketing Plan During Class Sessions
  - 5 minutes: Background, Purpose, Focus
  - 5 minutes: Target Audience, Objectives, Barriers
  - 10 minutes: Product, Price, Place, Promotional Strategies
- 100 Final Written Social Marketing Plan Using Worksheets in Text Appendix. (Due Friday, June 27, Working with team of 4-5. Team members can communicate via email and take responsibility for individual sections of the plan.)

### **Grading Scale:**

95-100 = A	190-200 points
90-94 = A-	180-189 points
87-89 = B+	174-179 points
83-86 = B	166-173 points
80-82 = B-	160-165 points
77-79 = C+	154-159 points
73-76 = C	146-153 points
70-72 = C-	140-145 points
60-69 = D	120-139 points
F	Fewer than 130 points