



**SOCIAL MARKETING at the
UNIVERSITY OF SOUTH FLORIDA**
A COMPREHENSIVE EDUCATIONAL COOPERATIVE

The University of South Florida, provides the only comprehensive social marketing operation where students and professionals can access a robust program of social marketing training, education, technical assistance, and practice within a single institution.

We welcome you to join us in this exciting work of influencing social change.

The Florida Prevention Research Center and Community Based Prevention Marketing

The Florida Prevention Research Center focus is on **Community-Based Prevention Marketing (CBPM)**: Building Local Capacity for Disease Prevention and Health Promotion. Community-Based Prevention Marketing is a community directed social change process that applies marketing theories and techniques to design, implement and evaluate health promotion and disease prevention programs and policies. Contact:

WEB Site - <http://fprc.health.usf.edu> (for CBPM) <http://cbpm.health.usf.edu>

Professor Julie Baldwin - jbaldwin@health.usf.edu Professor Carol Bryant - cbryant@health.usf.edu

The Social Marketing Conference

The Social Marketing Conference will enjoy its' 24th year in June 2016 continuing to explore social marketing's robust capacity to influence complex social problems. Social marketing has applications throughout many fields: environmental studies, sustainability, transportation, financial literacy, education, not-for-profit management, labor relations, engineering, public health, and healthcare. The Social Marketing Conference is inclusive and welcomes all professionals and students who value social marketing's utility.

Coming June 2016

Contact:

WEB Site - www.thesocialmarketingconference.org Bobbi

Rose – brose@health.usf.edu

World Health Organization Collaborating Center for Social Marketing and Social Change

The only WHO Collaborating Center that combines public health, social marketing, anthropology, engineering and commercial marketing. We provide training and technical assistance, to build social marketing capacity among health organizations to solve social and biomedical problems. **Contact:**

Professor Linda Whiteford - lwhiteford@usf.edu Professor Carol Bryant – cbryant@health.usf.edu

The Graduate Certificate in Social Marketing and Public Health

Our online certificate program for public health professionals and students. Acquire the skills needed to develop, implement and evaluate social marketing programs.

Contact:

WEB Site - www.usf.edu/social-marketing-and-public Graduate Certificate Office - gradcerts@usf.edu

Masters in Public Health with Concentration in Social Marketing

Degree: Masters of Public Health

Program (Major/College): MPH/PH

Concentration: Social Marketing

COPH Department: Community and Family Health

Minimum Credit Hours: 45

Online Curriculum

Coming in 2015

Contact:

Professor Carol Bryant – cbryant@health.usf.edu

The Social Marketing Group at the College of Public Health

Through training and technical assistance, assists public sector organizations apply social marketing to improve health outcomes and life circumstances. Central to our mission is to foster transfer skills so organizations may independently apply social marketing and sustain a consumer-orientated organizational structure.

Contact:

WEB Site - <http://health.usf.edu/publichealth/csm/index.htm>

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