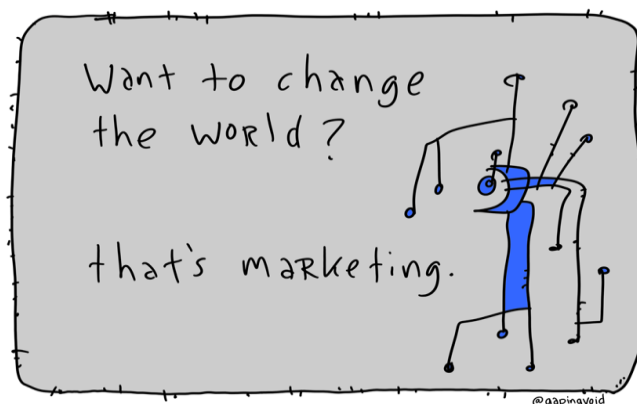


Course at a Glance



Course Title: Advanced Social Marketing

Course Number: 6461

Department: Department of
Community and Family Health

Credits: 3

Message from the Department:

The advanced course prepares students to apply the tools and techniques of social marketing to a problem or topic of their interest.

Course Overview Video:

[Click here to view the course introduction video](#)

Course Description:

Social Marketing integrates marketing concepts with other public health approaches to design products, promote policies, and influence behaviors for the greater social good. This public health concentration equips students with the social marketing skills needed to tackle complex health problems by applying marketing principles and social change tools to design, implement, and evaluate behavioral interventions and policy changes. The curriculum gives training in marketing and social change theoretical models, formative research skills, program management skills, program evaluation techniques, and ethical principles that guide social marketers. The concentration may be completed exclusively online, or as a blend of courses offered at the Tampa campus as well as online.

Course Objectives: To build competency in the 12 areas identified by the International Social Marketing Association (ISMA). To add skills in communication strategies and tactics in support of SM programs.

Course Structure:

100% taught online with web-based lectures and presentations and weekly modules. Chiefly individual assignments are due 11:59pm on day prior to discussion in module.

Types of Assessments:

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> Quiz/Exam | <input type="checkbox"/> Web Quest | <input type="checkbox"/> Journal/Blog | <input checked="" type="checkbox"/> Discussion Board |
| <input checked="" type="checkbox"/> Written Assignments | <input type="checkbox"/> Poster Presentation | <input checked="" type="checkbox"/> Individual Project | <input type="checkbox"/> Individual Presentation |
| <input type="checkbox"/> Group Project | <input type="checkbox"/> Group Presentation | <input type="checkbox"/> Case Study | <input type="checkbox"/> Research Paper |
| <input type="checkbox"/> Demonstration/Simulation | <input type="checkbox"/> Midterm/Final Exam | <input type="checkbox"/> Other (specify) | |

Student Expectations:

Students are required to log into Canvas at least once a week. (This “attendance” is monitored.) Students are expected to participate in discussion boards, submit assignments on time, and contact instructor about special requests ahead of time. All other expectations of students at USF pertain for this on-line course. This includes taking pride of ownership in personal development and execution of “deliverables” (i.e., assignments) for the course. “Turn it in” and other on-line plagiarism tools will be applied to course assignments routinely.

Technical Requirements: *(in addition to the [standard technical requirements](#) for all online courses)*

- No additional software required
- No additional hardware required

All online courses receive 24-hour support by the Office of Educational Technology and Assessment. Contact the ETA department by using the [Tech Assistance](#) link in your course. Students can also receive assistance via telephone at 813-974-6666, Mon-Fri 8:30am – 5pm, or via email at eta@health.usf.edu

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 syllabus released during the first week of classes for any updates to this document. For more information on this course or academic programs, please contact the [COPH Department](#) directly.