

Goal

Social Marketing is a consumer driven approach to developing behaviour change initiatives that draws best practices from commercial marketing, but uses these to benefit public health, economy, environment, and society. This module 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
- develop a comprehensive social marketing plan

Contents

- social marketing and health communication principles
- determinants of behaviour
- audience analysis, segmentation, and co-creation
- social marketing strategies

Methods

This is a hands-on, interactive module 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 environmental issues and this module 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 5 hours in reading and preparing for the module. During the module, students may need to spend approximately 2 hours in the evenings preparing for the next day activities. The final day will include group presentations.

Exam

Group work and presentation

Preparation and postprocessing

10 hours of preparation, 1 hour of postprocessing

ECTS Credits

2 ECTS credits

Target audience

- 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 Epidemiologie, Biostatistik und Prävention der
Universität Zürich

Coordination of module

Prof. Dr. L. Suzanne Suggs, Institute of Public Health and
Institute of Public Communication, Università della Svizzera
italiana and Vice President SSPH+

Lecturers and tutors

Prof. Dr. L. Suzanne Suggs, Head of the BeCHANGE Research
Group, Institute of Public Health and Institute of Public Com-
munication, Faculty of Communication Sciences, Università
della Svizzera italiana and Vice President SSPH+

Dates

3 to 5 March 2021

Location

Zürich

Fees

CHF 1'600.-

Registration deadline

3 January 2021

Additional information

The teaching language is English.

The module will be taught in distance education mode if required by COVID-19 regulations.