

Social Marketing

Goal	<p>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:</p> <ul style="list-style-type: none"> - describe the key concepts in social marketing - define the social marketing process - describe effective social marketing strategies - develop a comprehensive plan for changing and improving health behaviours
Contents	<ul style="list-style-type: none"> - social marketing and health communication principles - determinants of behaviour and demand generation - audience analysis, segmentation, and co-creation - social marketing strategies
Methods	<p>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.).</p> <p>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.</p>
Exam	Group work and presentation
Preparation and postprocessing	10 hours preparation, 1 hour postprocessing
ECTS Credits	2 ECTS Credits
Target audience	<ul style="list-style-type: none"> - Public health specialists, health promoters, educators, psychologists, sociologists, industry reps, physicians, and marketers - Campaign designers and evaluators - Future and current social marketers - Decision makers, policy makers, and policy influencers
Organisation	<p>Università della Svizzera italiana, Lugano Institut für Epidemiologie, Biostatistik und Prävention der Universität Zürich</p>
Module lead	Prof. Dr. L. Suzanne Suggs, Institute of Public Health and Institute of Communication and Public Policy, Faculty of Communication, Culture and Society, Università della Svizzera italiana
Lecturers and tutors	Prof. Dr. L. Suzanne Suggs, Institute of Public Health and Institute of Communication and Public Policy, Faculty of Communication, Culture and Society, Università della Svizzera italiana
Dates	2 to 4 March 2022
Location	Cyberspace/ Zoom
Fees	CHF 1'600.-
Registration deadline	02 January 2022
Additional information	Teaching language is English.