

## Social Marketing

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