The Course
This course is designed to give students an introduction and orientation to social marketing and its specific applications in public health. It is appropriate for current and future practitioners in the public health field. Class sessions will combine didactic presentations with group discussions and in-class exercises. Students are expected to read all assigned materials highlighted on the syllabus. Students are also expected to complete a group assignment for oral and written presentation.

The Instructor
Robert J. McDermott, Ph.D.
Office hours 12:00 – 1:00 on class days and by appointment
E-mail: rjmcdermott@wisc.edu or rmcdermo@health.usf.edu

Dr. McDermott is a contributor to the literature in social marketing and was the principal evaluator of the California Project LEAN Social Marketing Project. He is the Editor-in-Chief of the American Journal of Health Education, founder and Editor-in-Chief of the Florida Public Health Review, and Contributing Editor of the “Training Ideas” column of the Social Marketing Quarterly. He is a member of the program planning committee and a presenter at the annual Social Marketing and Public Health Conference sponsored by the University of South Florida College of Public Health (Tampa, FL) and the Academy for Educational Development (Washington DC), which recently completed its 20th year. In 2010 he was part of a small group of social marketing advocates that was successful in getting specific social marketing objectives included with the Healthy People 2020 health objectives for the nation.

The Course Objectives
Upon completion of this course, students will be able to:
1. Define social marketing and its unique features as a public health and social change tool.
2. Identify appropriate uses of social marketing in public health.
3. Sequence the steps used in conducting social marketing research.
4. Apply a model for developing, implementing and evaluating a social marketing campaign.
5. Think “like a marketer.”

Course Requirements
1. Students are expected to read all relevant documents posted or handed out in class.
2. Each student will be expected to attend and participate actively in all classes.
3. Students are expected to complete some assignments inside of class.
4. Students will work in teams, select a public health issue, and develop a plan for a social marketing-based intervention, resulting in oral and written presentation.

Class Schedule
<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>Monday</td>
<td>July 19</td>
<td>9:00am – 12:00pm</td>
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<tr>
<td>Tuesday</td>
<td>July 20</td>
<td>9:00am – 12:00pm</td>
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<tr>
<td>Wednesday</td>
<td>July 21</td>
<td>9:00am – 12:00pm</td>
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<tr>
<td>Thursday</td>
<td>July 22</td>
<td>9:00am – 12:00pm</td>
</tr>
<tr>
<td>Friday</td>
<td>July 23</td>
<td>9:00am – 12:00pm</td>
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The Grading Scale and Criteria
25% Class participation
50% Attendance
10% Presentation of social marketing plan during class sessions (small group)
15% Write-up of social marketing plan (small group)

93-100 = A  90-92 = AB  84-89 = B  80-83 = BC
70-79 = C  60-69 = D  00-59 = F

Social Marketing Plan Development
In teams of 3-5 students, develop a marketing mix and presumptive social marketing plan based on one of the following public health challenges or a suitable one of your own choosing:

- Increase the proportion of Wisconsin girls and women between the ages of 12 and 26 years who are immunized against HPV.
- Increase the proportion of at risk individuals in Wisconsin who are immunized with the influenza A for the 2010-11 flu season.
- Increase the proportion of Wisconsin youth who meet recommended guidelines for daily physical activity.
- Increase the proportion of Wisconsin adults 45-64 years of age who consumer at least 5 servings per day of fruits and vegetables.
- Increase the proportion of Wisconsin adults over age 50 who present for routine colonoscopy screening for early detection of colon cancer.
Increase the proportion of Wisconsin elementary school children who participate in an in-school breakfast program.

The plan should include your description of the marketing mix, including definition of the product (actual, core, and augmented), assumed issues of price and competition as well as mechanisms for lowering costs to maximize the offer to consumers (i.e., a favorable exchange), placement to maximize accessibility, convenience, and aesthetics and where visibility is likely to occur, and promotion, including strategic messages, information and distribution channels, and possible credible spokespersons. In short, identify:

- Which behavior(s) to promote
- Which subgroups (i.e., audience segments) to give highest priority
- Which benefits to promote
- Which perceived costs and other factors to lower
- Where to offer products
- Who can support the behavior change
- How to promote the product

A group presentation between **15 and 20 minutes in length on Friday, July 23** that describes the social marketing plan, embellished by a written plan submitted electronically by **1:00 PM on August 2**.

**Textbooks (Recommended only):**

**Readings and Other Resources (highlighted ones available as in-class handouts or as PDF files on Learn@UW comprise the required readings):**

**Social Marketing Overview**


**Formative Research in Social Marketing**


Strategy Development and Pretesting


Audience Segmentation


Evaluation of Social Marketing


Case Studies


Community-Based Prevention Marketing (CBPM)


Links with Additional Relevant Social Marketing Information:

Social Marketing Quarterly
http://www.socialmarketingquarterly.com/

Journal of Health Communication
http://www.gwu.edu/~cih/journal/

Annual Social Marketing Training Academy Workshop
June 15-16, 2011 (Pre-training on June 14)
Sheraton Sand Key Resort and Hotel
Clearwater Beach, FL
http://www.cme.hsc.usf.edu/smph/

Social Marketing in Public Health 21st Annual Conference
June 17-18, 2011
Sheraton Sand Key Resort and Hotel
Clearwater Beach, FL
http://www.cme.hsc.usf.edu/smph/

2nd World Non-Profit and Social Marketing Conference
Citywest Hotel
Dublin, Ireland
April 11-12, 2011
http://wsmconference.com/blog/

Information on Obtaining a Graduate Certificate in Social Marketing and Public Health
Go to: http://gradcerts.usf.edu/certinfo.asp?cocode=XSP

CDCynergy Social Marketing Edition (Version 2): Turning Point:
http://tangibledata.com/CDCynergy-SOC/Drive-thru/index.cfm

CDCynergy Emergency Risk Communication: http://www.orau.gov/cdcynergy/
CDCynergy Your Guide to Effective Health Communication: http://www.orau.gov/cdcynergy/

Fostering Sustainable Behavior (Doug McKenzie-Mohr): www.cbsm.com

Turning Point Social Marketing Collaborative:
http://www.turningpointprogram.org/Pages/socialmkt.html

National Social Marketing Centre (UK): http://www.nsmcentre.org.uk/

National Center for Health Marketing (USA): http://www.cdc.gov/healthmarketing/

Social Marketing Global Network: www.socialmarketers.net