

Online 2-Day Social Marketing Course

Agenda

| Timings | Session | Session Objectives | Format |
|--|----------------------------------|---|--|
| Pre-reading: Benchmark Criteria | | | |
| Day 1 | | | |
| 9.30 – 9.45 | <i>Welcome and introductions</i> | <ul style="list-style-type: none"> Explain the format for the next 2 days and the learning objectives. Answer any questions from students. | Live session. |
| 9.45 – 10.45 | <i>Making the case</i> | <ul style="list-style-type: none"> Understand the difference between social marketing and traditional education/health communication approaches. Understand the key principles of social marketing. Through the use of case examples, understand how the principles are applied in practice. | Live presentation session and group activities. |
| 10.45 – 11.05 | Break | | |
| 11.05 -12.35 | <i>Getting started</i> | <ul style="list-style-type: none"> Understand the importance of stakeholder engagement. | Live presentation session then self-working on worksheet 1. |
| | | <ul style="list-style-type: none"> Know how to select the behaviour which will have the greatest impact on the problem. Through the use of case examples, understand how the principles are applied in practice. | Live presentation session and group activities. |
| 12.35 – 13.30 | Break | | |
| 13:30 - 15.00 | <i>Scoping</i> | <ul style="list-style-type: none"> Understand how to identify, prioritise and segment the target audience. | Live presentation session and group activities. Self-working on worksheet 2. |
| 15.00 – 15.15 | Q&A | Answering any questions or queries from Day 1. | Live session. |
| 15.30 | Close | | |

| Day 2 | | | |
|------------------------|--|---|--|
| 9.30 – 10.45 | <i>Scoping continued</i> | <ul style="list-style-type: none"> • Understand the importance of formative research. • Learn how to identify useful primary and secondary data sources. • Understand which research methods to use to identify key behavioural insights. • Know how to develop effective research questions. | Live presentation session and group activities. Self-working on worksheet 3. |
| 10.45 – 11.00 | Break | | |
| 11.00 – 12.15 | <i>Development</i> | <ul style="list-style-type: none"> • Guide participants through the different components of a behavioural change intervention mix. • Know the various interventions options for addressing behaviours at different levels and through different channels, beyond communications. • Explain how to select the right mix of interventions based on audience insights gathered through formative research | Live presentation session and group activities. |
| 12.15 – 13.00 | <i>Evaluation</i> | <ul style="list-style-type: none"> • Brief introduction to monitoring and evaluation. • Understanding the difference between process, outcome, impact, and economic evaluations. | Live presentation session. |
| 13.00 – 2.20 pm | Break and private revision time (Trainer available online from 1.50 -2.20 pm to answer any queries) | | |
| 2.20-3.30 pm | Exam (administered online) | | |
| 3.30 pm | Close | | |