

# Developing a Strategic Social Marketing Plan

## Professional Certificate of Completion



### Course Syllabus (Fall 2024)

Session #	DATE Weeks are noted by Sunday date	PREASSIGNMENT Readings Prior to Viewing Prerecorded Online Session	PRECORDED ONLINE SESSION	ASSIGNMENT DUE End of week by end of day Saturday Feedback by end of day Tuesday
1	<b>Week of Sept. 15</b> 1-hour Zoom session to take place on Monday Sept. 16. Time TBC.	<b>Chapters 1, 2, 3, 5 (Approx. 100 Pages)</b> Note: To spread this out, Chapters 1 & 2 can be read from course registration, with book sample sent on registration. Note. Chapter 4 is week of 10/6.	<b>Overview of Social Marketing</b> 10 Step Planning Process Research Needs & Options Step 1: Choose a Social Issue, Purpose & Focus Step 2: Conduct Situation Analysis	<b>Draft Steps 1, 2</b>
2	<b>Week of Sept. 22</b>	<b>Chapter 6</b> (Approx. 32 pages)	<b>Step 3: Select and Describe the Priority Audience</b>	<b>Draft Step 3</b>
3	<b>Week of Sept. 29</b>	<b>Chapter 7</b> (Approx. 32 pages)	<b>Step 4: Set Marketing Objectives and Goals</b> (Behavior, Knowledge, Beliefs)	<b>Draft Step 4</b>
4	<b>Week of Oct. 6</b>	<b>Chapters 4 and 8</b> (Approx. 50 pages)	<b>Step 5: Audience Insights</b> (Barriers, Benefits, Motivators, Competition, Influential Others)	<b>Conduct Audience Research</b> Draft Step 5: Audience Insights
5	<b>Week of Oct. 13</b> Optional 10-minute individual session/Zoom with Nancy this week.	<b>Chapter 9 Chapter 10</b> (Approx. 50 pages)	<b>Step 6: Positioning</b> <b>Step 7.1: Product</b>	<b>Draft Step 6: Positioning Draft</b> <b>Step 7: Product</b>
6	<b>Week of Oct. 20</b>	<b>Chapter 11</b> (Approx. 22 pages)	<b>Step 7.2: Price</b>	<b>Draft Step 7: Price</b>
7	<b>Week of Oct. 27</b>	<b>Chapter 12</b> (Approx. 24 pages)	<b>Step 7.3: Place</b>	<b>Draft Step 7: Place</b>
8	<b>Week of Nov. 3</b>	<b>Chapter 13 pp. 291-322</b> (Approx. 31 pages)	<b>Step 7.4: Promotion Part 1</b>	<b>Draft Step 7: Promotion Part 1</b>
9	<b>Week of Nov. 10</b>	<b>Chapter 13 pp. 322-354</b> (Approx. 32 pages)	<b>Step 7.4: Promotion Part 2</b>	<b>Draft Step 7: Promotion Part 2</b>
10	<b>Week of Nov. 17</b>	<b>Chapter 14</b> (Approx. 34 pages)	<b>Step 8: Determine Evaluation Plan</b>	<b>Draft Step 8: Evaluation Plan</b>
11	<b>Week of Nov. 24</b>	<b>Chapter 15</b> (Approx. 22 pages)	<b>Step 9: Establish a Campaign Budget and Find Funding</b>	<b>Draft Step 9: Budget</b>
12	<b>Week of Dec. 1</b> Zoom session to take place on Monday December 28 Time TBC.	<b>Chapter 16</b> (Approx. 23 pages)	<b>Step 10: Outline an Implementation Plan</b>	<b>Draft Step 10: Implementation Plan and Finalize Plan Steps 1-10</b> Submit by Dec. 7 Feedback by Dec 13.