

Developing a Strategic Social Marketing Plan Professional Certificate of Completion

Course Syllabus (Fall 2023)



Session #	DATE Weeks are noted by Monday date	PREASSIGNMENT Readings Prior to Viewing Prerecorded Online Session	RECORDED ONLINE SESSION	ASSIGNMENT DUE End of week by end of day Saturday Feedback by end of day Tuesday
1	Week of Oct 2 1-hour Zoom session to take place on Monday October 2nd. Time TBC.	Chapters 1, 2, 3, 5 (Approx. 100 Pages) 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 10/23.	Overview of Social Marketing 10 Step Planning Process Research Needs & Options Step 1: Choose a Social Issue, Purpose & Focus Step 2: Conduct Situation Analysis	Draft Steps 1, 2
2	Week of Oct 9	Chapter 6 (Approx. 32 pages)	Step 3: Select and Describe the Priority Audience	Draft Step 3
3	Week of Oct 16	Chapter 7 (Approx. 32 pages)	Step 4: Set Marketing Objectives and Goals (Behavior, Knowledge, Beliefs)	Draft Step 4
4	Week of Oct 23	Chapters 4 and 8 (Approx. 50 pages)	Step 5: Audience Insights (Barriers, Benefits, Motivators, Competition, Influential Others)	Conduct Audience Research Draft Step 5: Audience Insights
5	Week of Oct 30 30-minute one-on-one session with Nancy this week.	Chapter 9 Chapter 10 (Approx. 50 pages)	Step 6: Positioning Step 7.1: Product	Draft Step 6: Positioning Draft Step 7: Product
6	Week of Nov 6	Chapter 11 (Approx. 22 pages)	Step 7.2: Price	Draft Step 7: Price
7	Week of Nov 13	Chapter 12 (Approx. 24 pages)	Step 7.3: Place	Draft Step 7: Place
8	Week of Nov 20	Chapter 13 pp. 291-322 (Approx. 31 pages)	Step 7.4: Promotion Part 1	Draft Step 7: Promotion Part 1 Note: Not due until Nov 29 because of Thanksgiving Holiday for some.
9	Week of Nov 27	Chapter 13 pp. 322-354 (Approx. 32 pages)	Step 7.4: Promotion Part 2	Draft Step 7: Promotion Part 2
10	Week of Dec 4	Chapter 14 (Approx. 34 pages)	Step 8: Determine Evaluation Plan	Draft Step 8: Evaluation Plan
11	Week of Dec 11	Chapter 15 (Approx. 22 pages)	Step 9: Establish a Campaign Budget and Find Funding	Draft Step 9: Budget
12	Week of Dec 18 Zoom session to take place on Monday December 18 Time TBC.	Chapter 16 (Approx. 23 pages)	Step 10: Outline an Implementation Plan	Draft Step 10: Implementation Plan and Finalize Plan Steps 1-10 Submit by Dec 23. Feedback by Dec 28.