

Social Marketing with *CDCynergy* - SOC

PUBH 690-691

Course Schedule and Syllabus

<u>Unit #</u>	<u>Dates</u>
1. Orientation to <i>CDCynergy</i> - Social Marketing 2.0 <ul style="list-style-type: none">▪ History of <i>CDCynergy</i> and course development▪ Loading and installation of <i>CDCynergy</i>▪ PC check▪ Social marketing and health education▪ Selection of project health problem Unit 1 assignments are due September 5, 2006	8/30 - 9/5/06
2. Introduction to Social Marketing <ul style="list-style-type: none">▪ Key social marketing concepts▪ The social marketing process▪ How to use <i>CDCynergy Soc 2.0</i>▪ <i>Thinking Like a Marketer</i> tutorial Unit 2 assignments are due September 12, 2006	9/6 - 12/06
3. Phase I: Describing the Social Marketing Problem <ul style="list-style-type: none">▪ Developing a social marketing problem statement▪ Listing and mapping health problem causes▪ Identifying potential audiences▪ Identifying models/theories of behavior change Unit 3 assignments are due September 19, 2006	9/13 - 19/06
4. Phase II: Planning & Conducting Market Research <ul style="list-style-type: none">▪ Developing social marketing research questions▪ Developing a research plan▪ Conducting and analyzing market research▪ Summarizing and applying research findings Unit 4 assignments are due September 26, 2006	9/20 - 26/06
5. Phase III: Designing a Social Marketing Strategy <ul style="list-style-type: none">▪ Selecting target audience segments▪ Identifying target behaviors▪ Describing the benefits of behavior change▪ Writing behavior change goals▪ Selecting social marketing interventions▪ Developing intervention goals Unit 5 assignments are due October 3, 2006	9/27 - 10/3/06
	10/4 - 10/06

6. Phase IV: Developing Social Marketing Interventions

- Writing measurable intervention objectives
- Writing a program plan, budget and timeline
- Planning new services, polices, programs and communication
- Program piloting and pretesting

Unit 6 assignments are due October 10, 2006

7. Phase V: Planning for Program Evaluation

10/11 - 17/06

- Identifying program elements to monitor
- Selecting key evaluation questions
- Developing a data analysis and reporting plan

Unit 7 assignments are due October 17, 2006

Week of Fall Break/No Assignment (10/18 - 24/06)

8. Phase VI: Social Marketing Program Implementation

10/25-31/06

- Launching a social marketing intervention
- Executing and managing intervention components
- Managing monitoring and evaluation plans
- Modifying intervention activities

Unit 8 assignments are due October 31, 2006

9. Final Project Feedback & Technical Assistance

11/1-7/06

- Compilation of social marketing plan components
- Final formatting and editing

Last Day of Class 11/7/06
Final Project Due (noon) 11/8/06