



A social marketing approach to behaviour change

An e-learning course in using social marketing to
change or sustain behaviour

About The NSMC

Established by Government in 2006, we are the centre of excellence for social marketing and behaviour change.

Our mission is to maximise the effectiveness of behaviour change programmes.

We do this for a growing number of organisations through strategic analysis, advice, support and training across all levels of the social marketing process and on a range of behaviour change objectives.

World leaders in our field, we draw on expertise from the UK, USA, Europe, Asia and the Pacific and adapt it to meet the needs of UK and international audiences.

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Introduction

Using social marketing to change or maintain behaviour

Whether your goal is to increase sustainability, improve public health or create a safer, happier community, the key to success often lies in how you influence people's behaviour.

We've drawn on our years of experience and expertise in social marketing training across sectors and in different countries to develop this online training course.

Over seven modules, the course follows the whole social marketing planning process from beginning to end. It guides you through how to scope, develop, implement, evaluate and follow-up an intervention to change or maintain behaviour.

Beginning with an introductory module, you will then explore the stages of the process in more depth. By the end of the course, you will have a thorough understanding of how to develop an effective behaviour change project and practical know-how to help you do it.

For full details on how to access the course, visit our website, www.thensmc.com.

Additional support

The NSMC also offers bespoke classroom training, tailored to your needs, individual mentoring and support across the social marketing process. To find out how we can help with your behavioural challenge, visit www.thensmc.com.

Module 1: Introduction to social marketing

Topic 1: An introduction to social marketing

- What is social marketing?
- The benefits of taking a social marketing approach
- When to use a social marketing approach
- What social marketing is not

Learning objectives:

- Explain what social marketing is
- Describe the benefits of social marketing to change or maintain behaviour

Topic 2: The essence of social marketing

- Four questions that are at the heart of a social marketing approach
- The audience's perspective: insight
- The audience's perspective: segmentation
- A focus on behaviour: SMART goals
- A focus on behaviour: behavioural theory
- Benefits and barriers: exchange
- Benefits and barriers: the competition
- A combination of activities: support, design, inform & educate, control

Learning objective:

- Recognise and describe the key concepts of social marketing

Topic 3: The social marketing planning process

- The stages in planning an intervention using a social marketing approach
- Getting started, scoping, developing, implementing, evaluating and following up

Learning objective:

- Identify and list the main steps in the social marketing planning process



Module 2: Getting started

Topic 1: Preparing the ground

- Review of what social marketing is and its key benefits and concepts
- Skills required to manage the social marketing planning process
- Clarifying the issue – developing a challenge statement
- Making the case for using social marketing – getting senior level buy-in
- Forming a project team

Learning objectives:

- Understand the questions to ask to best prepare for using a social marketing approach to behaviour change
- Define the issue or challenge you want to address



Topic 2: First steps

- Assessing the context: internal and external – SWOT analysis, risk analysis
- Initial audience assessment – what is currently known about them and what influences them
- Stakeholder analysis and engagement
- Developing a project plan

Learning objectives:

- Clarify the context you are working within and the resources you have to work with
- Define the audience you want to work with
- Prioritise relevant stakeholders
- Start to plan the social marketing process

National Occupational Standards

All the e-learning modules are in line with the National Occupational Standards in social marketing. These exist to ensure world class standards of best practice in social marketing and are available on The NSMC's website www.thensmc.com. This module specifically supports:

SMC1.1 Manage social marketing programmes

Module 3: Learning from others

- Review of what social marketing is and its key benefits and concepts
- The aim of your research (generating practical insight to develop your intervention)
- The benefits of learning from others
- Existing information: research literature, current services, previous interventions, management information
- Researching stakeholders and front-line staff
- Learning from the competition
- Research gap analysis – planning the questions to ask the audience

Learning objectives:

- Describe the benefits of learning from others in developing an intervention to change or maintain behaviour
- Identify the various sources of information about your audience that can be gathered before asking them directly
- Prepare a research gap analysis that focuses on the key questions you need to ask your audience

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SMA 1.1 Plan, manage and evaluate social marketing research programmes

SMA1.2 Collect data on the knowledge, attitudes and behaviours of the target group

SMA1.3 Develop understanding of theories and evidence about what might influence the behaviour of target groups

SMB1.1 Identify and manage relationships with stakeholders



Module 4: Researching your audience

Topic 1: An introduction to researching your audience

- Review of what social marketing is and its key benefits and concepts
- The aim of your research (generating practical insight to develop your intervention)
- Overview of quantitative and qualitative methods
- Pros and cons of quantitative and qualitative methods

Learning objectives:

- To distinguish between the two main types of research method that can be used to generate insight from your target audience

Topic 2: Different research techniques

- Quantitative techniques explored: surveys
- Qualitative techniques explored: depth interviews, focus groups, observation, customer journey mapping, projective questioning

Learning objectives:

- To recognise the strengths and weaknesses of different research techniques

Topic 3: Planning and commissioning research

- Developing a research plan
- Writing a research brief

Learning objectives:

- To specify the content of a research brief to plan or procure external research services

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SMA 1.1 Plan, manage and evaluate social marketing research programmes

SMA1.2 Collect data on the knowledge, attitudes and behaviours of the target group

SMA 1.4 Analyse, interpret and synthesise data and research findings to inform social marketing strategy



Module 5: Insight into action

Topic 1: Segmenting your audience

- Review of what social marketing is and its key benefits and concepts
- Segmentation explained
- Benefits of segmenting
- Ways of segmenting: geo-demographics, psychographics, behaviours, motivations
- Subject specific segmentation (e.g. Change4Life)
- Deciding which segment to target (using the TARPARE model)

Learning objectives:

- Describe and explain the benefits of segmenting your target audience
- Explain what criteria can be used to differentiate segments within your target audience and select a segment to target

Topic 2: Insight, behavioural theory and behavioural goals

- Practical insight explained
- Identifying and testing practical insight
- Behavioural theory explained
- Examples of useful behavioural theories
- Setting a SMART behavioural goal

Learning objectives:

- Recognise the key practical insight on which to develop your intervention
- Describe how using behavioural theory can help your project
- Explain what is included in a SMART behavioural goal

Topic 3: Exchange

- Exchange explained
- Short term and long term benefits

Learning objectives:

- Describe the exchange needed to encourage a change in behaviour

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SMA 1.3 Develop understanding of theories and evidence about what might influence the behaviour of target groups

SMA 1.4 Analyse, interpret and synthesise data and research findings to inform social marketing strategy

SMA 1.5 Develop and define segments in target groups



Module 6: Developing your intervention

Topic 1: A combination of methods

- Review of what social marketing is and its key benefits and concepts
- Deciding the intervention mix (explanation and examples of support, design, inform & educate and control)
- Clarifying benefits (and the difference between benefits and concepts)
- How the marketing 4Ps link to the features of social marketing

Learning objectives:

- Describe the different elements to consider when developing your intervention

Topic 2: Planning to promote your intervention

- Developing a proposition
- Planning your communications
- Creating an identity
- Pre-testing

Learning objectives:

- Describe what to consider when developing a proposition, messages and an identity for your intervention

Topic 3: Developing an evaluation plan

- Reasons to evaluate
- Types of evaluation explained (formative, process, impact, outcome and economic)
- Deciding what needs to be measured
- Setting a baseline or control
- Deciding how the

evaluation data will be collected

- Deciding when the evaluation should take place
- Developing an evaluation plan
- Economic evaluation
- Issues around effective evaluation

Learning objectives:

- Distinguish between the different methods of evaluating your project
- Specify what needs to be included in an evaluation plan

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SMA 1.6 Develop propositions and test their potential to influence the behaviour of target groups

SMB 2.1 Establish social marketing strategies and action plans

SMB 3.1 Develop a branding strategy to support your social marketing strategy

SMD 2.1 & 2.2 Develop and provide products and services to enable people and organisations to adapt and sustain beneficial behaviour



Module 7: Implementing and evaluating your intervention



- Review of what social marketing is and its key benefits and concepts
- Checking you are ready to implement
- Developing a delivery plan
- Planning for launch
- During the intervention: spotting opportunities and managing problems
- During the intervention: tracking and monitoring
- After the intervention: the evaluation report
- After the intervention: considering sustainability
- After the intervention: follow-up

Learning objectives:

- Describe what is required to launch your intervention
- Identify some of the issues that may arise when executing your implementation plan
- Explain how to monitor progress and identify and act on any opportunities that arise
- Describe the 'follow up' steps to take after the intervention has been implemented and evaluated

National Occupational Standards

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- **SMC 1.1** Manage social marketing programmes
- **SMD 1.1** Engage with individuals, communities and organisations to influence their behaviour
- **SMD 2.1/2.2** Develop and provide products/ services to enable people and organisations to adopt and sustain beneficial behaviour
- **SME 1.2** Disseminate and promote effective practice in social marketing

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