

Level 4 Social Marketing Award Course

Introduction to Social Marketing

- 09.30-09.45 Welcome and introductions.
- 09.45-10.30 What is Social Marketing?
- 10.30-10.40 Coffee break.
- 10.40-12.45 The key elements of Social Marketing.
- 12.45-13.15 Lunch.
- 13.15-15.15 Activity: Putting Social Marketing into practice:
- Who is your audience and what are their barriers and benefits to change?
 - Using audience understanding to develop interventions.
- 15.15-15.30 Coffee break.
- 15.30-16.30 Preparation for Day 2 (What is your challenge) and using Social Marketing at work.

Planning a Social Marketing programme

- 9.30-9.45 Welcome and icebreaker.
- 9.45-10.45 What is your challenge and who can help (continued from Day 1)? Analysing the problem and involving stakeholders.
- 10.45-11.05 Coffee.
- 11.05-11.50 Researching the issue – learning from others and undertaking your own research.
- 11.50-12.40 Segmenting your audience and setting a behavioural goal.
- 12.40-13.10 Lunch.
- 13.15 -14.15 Turning insight into action – Developing your intervention and using behavioural theory.
- 14.15-15.00 Monitoring and evaluation.
- 15.30-16.30 Chartered Institute of Marketing and The NSMC course assessment.