

Topics in Global Health: Social Marketing

BIOS 60593

CRN 19995

Using Social Marketing to Influence Health-Related Behaviors and Policies

9:00-10:45 am Tuesday, November 5

9:00-10:45 am Thursday, November 7

9:00-10:45 am Tuesday, November 19

9:00-10:45 am Thursday, November 21

9:00-10:45 am Tuesday, December 3

9:00-10:45 pm Thursday, December 5

Fall 2013, 1 Credit Hour

Location: Debartolo 231

Instructor

Karen K. Gutierrez

Adjunct Professor

Social Marketing Consultant

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Course Overview

This course will focus on how practitioners around the world are applying commercial marketing techniques to address important public health issues. Using recent examples from global efforts to reduce the harms caused by tobacco use and obesity, students will engage in interactive exercises, presentations, and discussions related to health policy and management, communications strategies, and other ways to affect individual behaviors and social norms.

Please be aware that social marketing is not social media. This course is NOT focused on social media (i.e., using digital media platforms like Facebook and Twitter), however some digital/social media interventions may be discussed as examples of strong or innovative social marketing.

Learning goals

This course is designed to build skills in these primary areas:

1. A capability to identify global health problems and potential approaches for addressing them
2. Competency in writing concise papers based on investigation of health topics
3. An understanding of how individual- and population-level approaches can be combined to address major health issues
4. An understanding of social marketing's key components, concepts and tools and how they can be integrated into a comprehensive public health program
5. Competency in developing a concise and substantive presentation and communicating it clearly and persuasively to an audience

Office Hours

I welcome the opportunity to meet with students individually. My office hour will be 10:00-11:00am on the Wednesdays between our classes (November 6, November 20 and December 4). The location will be determined at a later date. If needed, I can be available other hours during the Tuesdays through Thursdays when I'm on campus, so to set up a time, please email me or see me after class.

Academic Integrity

Students are expected to uphold the Academic Code of Honor described in the Graduate School's Bulletin of Information (online at <http://graduateschool.nd.edu/assets/29023/bulletin.1011.pdf>), p. 18.

Attendance

Students are expected to attend all class sessions. As there are limited class meeting times for this class, it is essential that all students attend all scheduled classes and arrive to class on time. If you cannot make a class, please obtain advanced approval from the instructor. The class participation grade will be lowered by one partial unit (i.e. from a B+ to a B) for each unexcused absence. More than three unexcused absences will lead to a failure of the course.

Assignments/Examinations/Percentages of Grade

1. Paper 25%
The paper will focus on one major international health issue and what approaches have been used to address it to date. Grading will be based on quality of investigation, understanding of issue and approaches used to date, and concise summarization of situation.
2. Exam 25%
The exam will cover materials from the assigned readings, class lectures, exercises and discussions to date.
3. Class participation 25%
All students are expected to participate in each class meeting and attend all courses as outlined previously. Class participation grades will be based on students' contributions to class discussions and exercises.
4. Final presentation 25%
All students will be asked to make a presentation regarding how to address a health issue using social marketing techniques. The format and length for this presentation will be clarified in class. Copies of the final presentation should be submitted to the professor on the day of the presentation.

Required Reading

Please note that this is a graduate level course and the emphasis for class time is to discuss additional topics and points of interest that build on the assigned reading. The assigned reading will not be outlined in lectures, but should be completed before the class discussions. A significant portion of the grade of this course will be based on class participation, which will require completion of assigned reading.

- Framework Convention on Tobacco Control site:
<http://www.who.int/fctc/about/en/index.html>
- Framework Convention Alliance site: <http://www.fctc.org/>
- Article regarding individual vs. policy approaches to addressing obesity: <http://cspinet.cc/reports/obesity.pdf>

- Andreasen A, *Social Marketing in the 21st Century*, Thousand Oaks, CA: Sage Publications, 2006 (Note: this is the most important reading for the class –understanding the key concepts will be fundamental for writing your paper, taking the exam and preparing your presentation).
- Feltracco A, Gutierrez K, *Campaign Development Tool Kit: An International Guide for Planning and Implementing Stop Smoking Campaigns*. Brantford, ON: Global Dialogue for Effective Stop Smoking Campaigns, 2007; Chapters 2, 3 and 5. Will be distributed in class (also available at: http://global.tobaccofreekids.org/en/resources/by_issue/public_education/ -- scroll down to Technical Manuals, then go to Campaign Development Tool Kit)
- Additional case studies and articles may be distributed in class.

Optional Reading

- Lee NR, Kotler P. *Social Marketing: Influencing Behaviors for Good*, Thousand Oaks, CA; Sage Publications, 2011.

Course Schedule

November 5: Lecture on health policy and management to impact behaviors and social norms

Interactive exercise

Assigned reading:

- 1) Review Framework Convention on Tobacco Control site
<http://www.who.int/fctc/about/en/index.html>
- 2) Review Framework Convention Alliance site: <http://www.fctc.org/>
- 3) Read article regarding individual vs. policy approaches to addressing obesity: <http://cspinet.cc/reports/obesity.pdf>

November 7: Lecture on role of social marketing in comprehensive programs and key social marketing approaches

Interactive exercise

Paper will be assigned

Assigned reading: Andreasen, 2006

November 19: Lecture on strategic planning, key elements of social marketing campaigns, and research and evaluation to inform campaign choices/direction

Interactive exercise

Papers are turned in

Assigned reading: Feltracco and Gutierrez, 2007 (review Chapters 2, 3 and 5)

November 21: Exam

Lecture on effective communications strategies and international lessons learned

Interactive exercise

Presentation guidelines distributed and discussed; students assigned to presentation dates

December 3: Presentations made by first half of students (and turned in)

December 5: Presentations made by second half of students (and turned in)

Class wrap-up and course evaluations