Conference Description

This course is designed to give students a thorough orientation to the discipline of social marketing and specific applications in public health. It is appropriate for current and future practitioners in the public health field. Class sessions will combine didactic presentations with group discussions and in-class exercises. Students are expected to read all assigned materials prior to each class session so that they are prepared to participate. Students are also expected to complete homework assignments on time.

Learning Objectives

Upon completion of this course, students will be able to:

- Define social marketing and identify appropriate uses of social marketing in public health;
- Identify the appropriate methods for use in conducting social marketing research;
- Implement a 10-step model for developing, implementing and evaluating a social marketing campaign;
- Design a social marketing plan, with a 4-5 person team, to ameliorate a public health problem;
- Apply the social marketing mindset to develop, implement/manage, and evaluate social marketing programs; and
- Discuss ethical principles that guide social marketing practice

Target Audience

Whether registering FOR-university-credit or NOT-for-university credit, CEUs are available for Certified Health Education Specialists (CHES): The College of Public Health, University of South Florida has been designated as a Multiple Event Provider (#FL0027) of Category I Continuing Education Contact Hours in health education by the National Commission for Health Education Credentialing, Inc. This program has been reviewed and approved for up to 30, 60-minutes contact hours for event number 1154 CHES.
**PROGRAM AGENDA**

**Readings for Sunday:** Chapters 1, 2, 3, 4  
**SUNDAY, JUNE 10, 2012**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</table>
| 1:00 PM – 2:45 PM | Introductions and Orientation to the Course  
*Overview of Social Marketing* |
| 2:45 PM – 3:00 PM | Break                                                                    |
| 3:00 PM – 5:00 PM | *The Role of Marketing in Research*  
Selecting Topics and Teams |

**Readings for Monday:** Chapters 5, 6, 7, 8  
**MONDAY, JUNE 11, 2012**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>8:00 AM – 8:30 AM</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>8:30 AM – 10:15 AM</td>
<td><em>Step 1: Purpose and Focus &amp; Step 2: Situation Analysis</em></td>
</tr>
<tr>
<td>10:15 AM – 10:30 AM</td>
<td>Break</td>
</tr>
<tr>
<td>10:30 AM – 12:30 PM</td>
<td><em>Step 3: Selecting Target Audience</em></td>
</tr>
<tr>
<td>12:30 PM – 1:30 PM</td>
<td>Lunch on own</td>
</tr>
<tr>
<td>1:30 PM – 3:00 PM</td>
<td><em>Step 4: Determining Objectives and Goals</em></td>
</tr>
<tr>
<td>3:00 PM – 3:15 PM</td>
<td>Break</td>
</tr>
<tr>
<td>3:15 PM – 4:30 PM</td>
<td><em>Step 5: Determining Barriers and Benefits</em></td>
</tr>
</tbody>
</table>

**Readings for Tuesday:** Chapters 9, 10, 11  
**TUESDAY, JUNE 12, 2012**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>8:00 AM – 8:30 AM</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>8:30 AM – 10:15 AM</td>
<td><em>Step 5: Share Barriers List, Identifying Competition</em></td>
</tr>
<tr>
<td>Confirm Steps One, Two, and Three</td>
<td></td>
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<tr>
<td>10:15 AM – 10:30 AM</td>
<td>Break</td>
</tr>
<tr>
<td>10:30 AM – 12:30 PM</td>
<td><em>Step 6: Positioning and Step 6: Strategy Product</em></td>
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<tr>
<td>12:30 PM – 1:30 PM</td>
<td>Lunch on own</td>
</tr>
<tr>
<td>1:30 PM – 3:00 PM</td>
<td><em>Step 7: Strategy Price</em></td>
</tr>
<tr>
<td>3:00 PM – 3:15 PM</td>
<td>Break</td>
</tr>
<tr>
<td>3:15 PM – 4:30 PM</td>
<td><em>Step 7 Strategy Place</em></td>
</tr>
</tbody>
</table>

**Readings for Wednesday:** Chapters 12, 13, 14, 15, 16, 17  
**WEDNESDAY, JUNE 13, 2012**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>8:00 AM – 8:30 AM</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>8:30 AM – 10:15 AM</td>
<td><em>Step 7: Strategy Promotion</em></td>
</tr>
<tr>
<td>10:15 AM – 10:30 AM</td>
<td>Break</td>
</tr>
<tr>
<td>10:30 AM – 12:30 PM</td>
<td><em>Step 8: Evaluation Plan</em></td>
</tr>
<tr>
<td>12:30 PM – 1:30 PM</td>
<td>Lunch on own</td>
</tr>
<tr>
<td>1:30 PM – 3:00 PM</td>
<td><em>Step 9: Budgets and Funding</em></td>
</tr>
<tr>
<td>3:00 PM – 3:15 PM</td>
<td>Break</td>
</tr>
<tr>
<td>3:15 PM – 4:30 PM</td>
<td><em>Step 10: Action Plans</em></td>
</tr>
<tr>
<td>Ethics</td>
<td></td>
</tr>
</tbody>
</table>

**THURSDAY, JUNE 14, 2012**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM – 8:30 AM</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>8:30 AM – 10:15 AM</td>
<td>Students Prepare Final Presentations</td>
</tr>
<tr>
<td>10:15 AM – 10:30 AM</td>
<td>Break</td>
</tr>
<tr>
<td>10:30 AM – 12:30 PM</td>
<td>Student Presentations (20 minutes each)</td>
</tr>
<tr>
<td>12:30 PM – 1:30 PM</td>
<td>Lunch on own</td>
</tr>
<tr>
<td>1:30 PM – 3:00 PM</td>
<td>Student Presentations (20 minutes each)</td>
</tr>
<tr>
<td>3:00 PM – 3:15 PM</td>
<td>Break</td>
</tr>
<tr>
<td>3:15 PM – 4:30 PM</td>
<td>Final Course Summary and Q&amp;A</td>
</tr>
</tbody>
</table>
REQUIRED TEXT


*Please note that it is strongly recommended for students to complete the required reading for the entire course prior to the first day of the course. Daily reading assignments will then be "refreshers."

INSTRUCTOR

Nancy Lee, MBA
Adjunct Faculty
University Washington and Seattle University
President, Social Marketing Services, Inc.
Mercer Island, Washington

REGISTRATION

COURSES ARE LIMITED TO 25 PARTICIPANTS.

HOW TO REGISTER:

NOT-for-University Credit:
The cost per course is $1,200. The registration fee for the event covers tuition and continental breakfast. You may also purchase a $20 parking permit that is valid for all 5 days of the course. Since parking is extremely limited, it is recommended that you plan to arrive at the course early. In lieu of driving, you may also utilize the shuttles that are available at several of the hotels in the area. Contact information for these hotels is listed further down on this website.

You may pay by credit card (Visa, MasterCard, American Express) or check (payable to USF HPCC). All payments must be made in U.S. dollars. Purchase orders will only be accepted if prior permission is received. Please e-mail Stephanie Makar at smakar@health.usf.edu if you would like to pay with a purchase order.

YOU MAY REGISTER AS A NOT-FOR-CREDIT STUDENT BY CLICKING THE "REGISTER" BUTTON ON THE COURSE CALENDAR PAGE.

FOR-University Credit:

All students registering FOR-university-credit are liable for the applicable USF tuition and fees.

1. E-Mail Bobbi Rose at brose@health.usf.edu with your name, U student number (if you have one), and phone number.
2. Bobbi will respond and confirm that a seat has been reserved for you. (There are a very limited number of seats available!)
3. Once Summer 2012 registration begins, complete CPH Permit Form by clicking http://health.usf.edu/publichealth/academicaffairs/registration/index.html. (choose the category that describes your student status on the left side of the screen)
4. Once CPH Academic Affairs has issued you a permit in OASIS, register in OASIS.
5. If you change your mind and decide not to take the class, please email Jim and let him know. There are always students on the waiting list to take this class.
*Students interested in applying for the Graduate Certificate in Social Marketing may visit [http://www.outreach.usf.edu/gradcerts](http://www.outreach.usf.edu/gradcerts) for details.

Cancellation Policy

**NOT for University Credit:** Cancellations must be requested in writing via fax or email, and received by May 27, 2012. A $35 cancellation fee will be assessed to cover administrative costs. There are no refunds for no-shows; however, substitutions are welcome without penalty.

**FOR University Credit:** Students who are taking courses FOR credit and wish to drop the class must follow deadlines and procedures established by the Registrar’s Office.

The University and reserves the right to revise program content and presentation, or to cancel the program if registration criteria are not met or when conditions beyond USF’s control prevail. If the program is cancelled, the University’s liability is limited to refund of the registration fee paid by each registrant. *If a course does not have enough students it will be cancelled. This determination will be made by May 13, 2012. All registrants will be notified by e-mail as soon as the course has been confirmed or cancelled so that they can make travel arrangements.*

**LOCATION**

_University of South Florida_

_The Lawton and Rhea Chiles Center for Healthy Mothers and Babies_

_LRC 108_

3111 E. Fletcher Ave.
(between Bruce B. Downs Blvd. and Magnolia.)
Tampa, FL 33613
Phone: (813) 974-8888
Fax: (813) 974-5172

_Students are on own for lunch each day. Please click the link below to download a map of restaurants in the area:_ [Food Map](#)

**Parking**

Students coming from a distance may stay in any of the hotels listed below, many of which offer complimentary shuttle service to the USF campus. If you drive a car on campus and are not already a student with a parking permit, you may purchase parking permits for the number of days that the course meets on campus by indicating as such on your registration form. Parking permits will be mailed to you.

[Parking Map](#)

**Off-Campus Lodging / Hotel**

Note: Hotels, except for the Embassy Suites, are not within easy walking distance of the campus. The order in which the hotels are listed does not imply an ordered recommendation.

- **Embassy Suites Tampa – USF/Busch Gardens**
  3705 Spectrum Boulevard
  Tampa, Florida 33612
  813-977-7066
  [Embassy Suites USF Website](#)
Located at edge of USF campus
Complimentary local shuttle service.

- Hampton Inn & Suites – Tampa North
  8210 Hidden River Parkway & Fletcher Ave.
  Tampa, FL 33637
  813-903-6000
  Hampton Inn Website

- Wingate by Wyndham Tampa
  3751 East Fowler Ave.
  Tampa, FL 33612
  813-979-2828
  Wingate Tampa Website
  Complimentary local shuttle service.

- Hilton Garden Inn - Tampa North
  13305 Tampa Oaks Blvd (turn on Morris Bridge Rd/Tampa Oaks Blvd)
  Temple Terrace, FL 33637
  813-342-5000
  Hilton Garden Inn - Tampa North Website

- AmeriSuites Tampa – Near Busch Gardens
  11408 North 30th Street
  Tampa, FL 33612
  813-979-1922
  AmeriSuites Website

- Residence Inn by Marriott – Tampa North
  13420 North Telecom Parkway
  Tampa, FL 33637
  813-972-4400
  Marriott Website

- TownePlace Suites by Marriott – Tampa North
  6800 Woodstork Road
  Tampa, FL 33637
  813-975-9777
  TownPlace Website

EQUAL OPPORTUNITY

Events, activities and facilities of the University of South Florida are available without regard to race, color, sex, national origin, disability, age, or Vietnam veteran status as provided by law and in accordance with the University's respect for personal dignity.

ACCOMMODATIONS FOR DISABILITIES

Please notify the USF CPD Office at 813-224-7860, or e-mail smakar@health.usf.edu by May 27, 2012 if a reasonable accommodation for a disability is needed.