

Introduction to Social Marketing

Professional Certificate of Completion



International Social Marketing Association

Hello, and welcome to Enrich!

We have designed this system to be intuitive, and so hope you are able to access and enjoy learning together without any trouble. The below guides should help you to get started and begin your learning experience with Nancy.

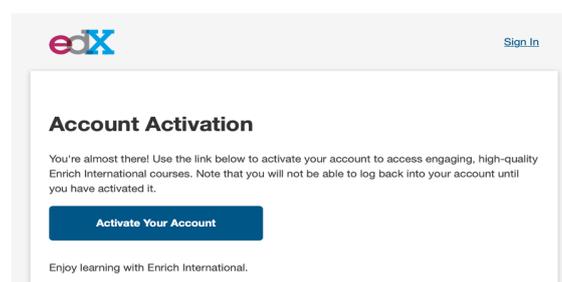
Accessing the Enrich Site:

1. Visit <https://enrich.international/register> and register an account; this will be verified with the ISMA to enable access to the course.

Create an Account

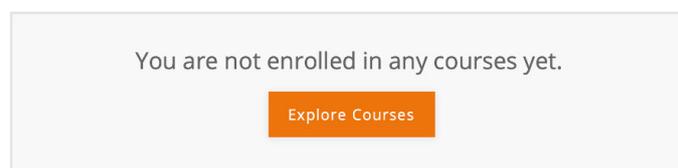
Full Name	<input type="text" value="James Farrel"/>
Public Username	<input type="text" value="JamesFarrel"/>
Email	<input type="text" value="jamesfarrel@hotmail.com"/>
Password	<input type="password" value="*****"/>

2. You'll need to click the confirmation link that is then emailed to you.



3. At this stage, your account should be activated! You can now login at <https://enrich.international> using the email and password that you have set.

4. Once logged in, you will see that you are not yet enrolled on any courses. Click on "Explore Courses".



5. Select the Introduction to Social Marketing course:



6. Here, you will see the course overview displayed, as well as the option to Enrol. Click Enrol Now.



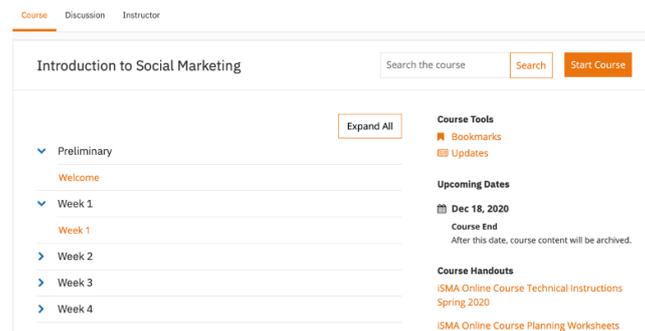
7. You will now see this listed under your courses:



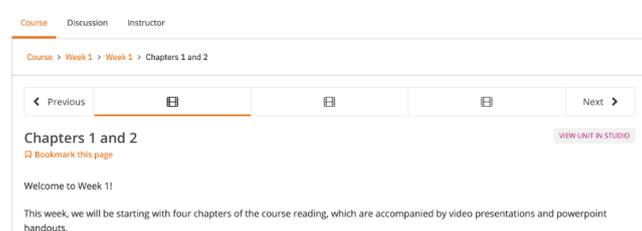
8. Click 'View Course' to begin. (Please note: The start date is set to September 16th, one week ahead of the official commencement, to allow for any early discussion and access to materials).

9. Once you've entered the course, you should see a welcome message, with course handouts available down the right-hand side of the page. You and other students may also access the 'preliminary' week ahead of the course launch, to access some materials, and introduce yourself to fellow students.

10. As of Saturday September 26th, Week 1 of the course content should become available to you.



11. Each week, you will be able to migrate through the weeks' content by either clicking 'previous' and 'next' at the top of the page, or lower down beneath that sections content. When you reach the end of a weeks' contend, there will no longer be a next button, until the following weeks content is unlocked. In the example below, you'll see the content for Week 1, which is broken down into 3 video sections.



12. As we progress through September, and later into the year, each additional week will 'appear' at 00:01 on the Saturday of each week.

13. Nancy will be available to answer any course related questions via her email account at ismanancylee@gmail.com. However, if you have any technical queries – for example, the site is not displaying as you would expect, you are having trouble logging in, or anything else that is not course-based, please do not hesitate to reach out to us at support@hitchmarketing.co.uk. Our team are based in the UK, so will work to answer your queries as quickly as possible, but most likely during the hours of 9am-5pm (British Summer Time).

Zoom Sessions:

Throughout the course, there will be a number of sessions taking place via Zoom. This will allow yourself, and your coursemates, to come together to discuss some of the course content, and get to know a little more about each other. These are due to take place in Week 1, Week 5 and Week 12, and you will receive information about joining in advance. This information will be emailed to your registered address, as well as being provided at the end of the week prior to the session. For example, if a Zoom session is scheduled for October 26th, then you will receive the joining information via email the week before, as well as this being presented at the end of the content for Week 4 (so you will see this from October 19th).

If you do not already have Zoom installed, we recommend you download this ahead of the sessions at <https://zoom.us/download>.

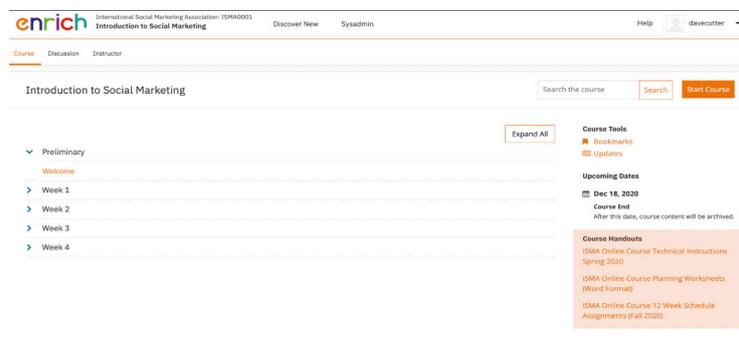
Discussion Group:

There is an online message board available for yourself and your fellow students to discuss the course. You can access this by logging into the course and selecting 'Discussion' from the secondary menu. Whilst participation is not compulsory, we do encourage you to engage with your fellow students to get the most out of this course.

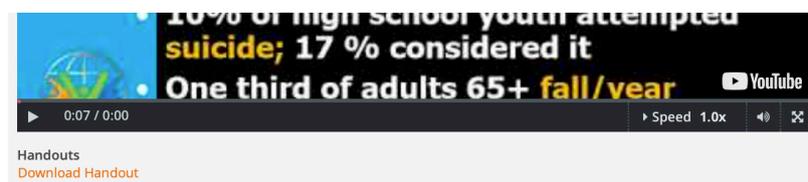


Course Materials:

The overarching materials for the course are available both via the introductory post in the 'Preliminary' section of the course (above Week 1) as well as from the course homepage under 'Course Handouts' as displayed below (highlighted orange in the bottom right of this section):



In addition, any weekly materials will be linked to within that weeks' learning area. For example, the handout that accompanies the Chapters 1 and 2 presentation in Week 1 are available to download directly beneath the video presentation:



Contacts:

For any queries or help with course content, you should contact Nancy on ismanancylee@gmail.com

For technical issues with using the Enrich platform, please email support@hitchmarketing.co.uk; this will raise a support ticket with our team at Hitch, who will respond to you as soon as possible. They work from the UK, so responses will tend to come during British daytime hours. Emailing this address will also create a support ticket which you can monitor on their support platform. Additionally, all responses will prompt an email to the address you sent your initial enquiry to.