

Developing a Strategic Social Marketing Plan

Professional Certificate of Completion

International Social Marketing Association



Session #	DATE	PREASSIGNMENT Readings Prior to Viewing Prerecorded Online Session	PRECORDED ONLINE SESSION	WEEKLY ASSIGNMENT Due by end of day Saturdays Feedback due by end of day Tuesday
1	Week of Sept 15 1-hour Zoom session to take place on Monday/ Tuesday Sept 16/17.	Chapters 1, 2, 3, 5 (Approx. 100 Pages) Note: To spread this out, Chapters 1 & 2 can be read from course registration, with book sample sent on registration. Note. Ch. 4 is week of 10/6.	Overview of Social Marketing 10 Step Planning Process Research Needs & Options Step 1: Choose a Social Issue, Purpose & Focus Step 2: Conduct Situation Analysis	Draft Steps 1, 2
2	Week of Sept 22	Chapter 6 (Approx. 32 pages)	Step 3: Select and Describe the Priority Audience	Draft Step 3
3	Week of Sept 29	Chapter 7 (Approx. 32 pages)	Step 4: Set Marketing Objectives and Goals (Behavior, Knowledge, Beliefs)	Draft Step 4
4	Week of Oct 6	Chapters 4 and 8 (Approx. 50 pages)	Step 5: Audience Insights (Barriers, Benefits, Motivators, Competition, Influential Others)	Conduct Audience Research Draft Step 5: Audience Insights
5	Week of Oct 13 Optional 10-minute individual session/Zoom with Nancy this week.	Chapter 9 Chapter 10 (Approx. 50 pages)	Step 6: Positioning Step 7.1: Product	Draft Step 6: Positioning Draft Step 7: Product
6	Week of Oct 20	Chapter 11 (Approx. 22 pages)	Step 7.2: Price	Draft Step 7: Price
7	Week of Oct 27	Chapter 12 (Approx. 24 pages)	Step 7.3: Place	Draft Step 7: Place
8	Week of Nov 3	Chapter 13 (Pages 291-322) (Approx. 31 pages)	Step 7.4: Promotion Part 1	Draft Step 7: Promotion Part 1
9	Week of Nov 10	Chapter 13 (Pages 322-354) (Approx. 32 pages)	Step 7.4: Promotion Part 2	Draft Step 7: Promotion Part 2:
10	Week of Nov 17	Chapter 14 (Approx. 34 pages)	Step 8: Determine Evaluation Plan	Draft Step 8: Evaluation Plan
11	Week of Nov 24	Chapter 15 (Approx. 22 pages)	Step 9: Establish a Campaign Budget and Find Funding	Draft Step 9: Budget Note: Not due until December 7 because of the Thanksgiving Holiday.
12	Week of Dec 1 Zoom session to take place on Monday December 2. Time TBC.	Chapter 16 (Approx. 23 pages)	Step 10: Outline an Implementation Plan	Draft Step 10: Implementation Plan and Finalize Plan Steps 1-10 Submit by December 7. Feedback by December 13.