

**ADV 3001- Advertising Strategy
(from a Health & Social Change Approach)
Section 3F31, 21893**

Professor: Kendra Auguste

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Class Time: Mon 12:50p-2:45p; Wed 1:55p-2:45p

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Office Hrs: Mon 2:45p-3:45p

COURSE OVERVIEW & OBJECTIVES

In this course you will learn the process of advertising and promotional strategy from a social marketing approach. Social marketing connects marketing and public health in an effort to improve society. Thus, this section of ADV3001 has a major application focus on the health sector. Ultimately you will learn to “sell science” and market public health messages that can change the world.

You will have the opportunity to learn how to use commercial marketing strategies to encourage behavior change by promoting better health practices. This will largely center around promoting healthy behavior in individuals or families, preventing disease or injury, protecting the environment, or mobilizing communities to adopt healthy practices or policies. We will also explore the value of research and theory in developing and evaluating social marketing strategies.

You will leave this course with the tools and skills needed to develop a health-focused marketing campaign. The course will be divided into the following four phases that cover the entire social marketing process:

1. Analyzing the Situation & the Audience
2. Crafting a Conceptual Approach: Identifying Objectives/Goals, Barriers/Benefits, Motivators & Influencers all with the help of Theory, & Research Methods
3. Developing a Strategic Plan – The Marketing Mix
4. Managing Social Marketing Programs/Campaigns

This is an applied course. Each week you will apply concepts, theory, and marketing principles to real-world case studies of global public health issues while developing a social marketing plan as part of a group project. Each week one course period will focus on key concepts learned from your readings (lecture) and include an in-class activity using real examples of social marketing. The second class period we will focus on a case study and each student will lead a group discussion on a social marketing campaign in public health.

The major objectives of this class include the following:

- Learn essential steps to developing a social marketing plan that are central to developing public health messages and campaigns
- Learn the utility of research methods and theory in marketing behavior change
- Learn how to critically analyze real social marketing campaigns and interventions
- Learn how to think critically and creatively both as an independent social marketer and team member
- Develop and present a social marketing plan focusing on a salient health issue in the community

COURSE FORMAT

The class format is inclusive of lectures, applied activities (both inside and outside of class), and examinations. I believe that the best way to learn and develop professional skills is with hands-on applied approaches. As such, we will apply key concepts, research findings, and theories learned from our text to real health experiences. Mondays will generally consist of a lecture and class activity from the required readings. Wednesdays will generally be our “case study” day where we will apply what we learn to real health marketing activity. We will also incorporate “workshop” days where you will have the opportunity to work in groups and receive one-on-one feedback from peers and myself.

REQUIRED MATERIALS

Main Text

Lee, N. R., & Kotler, P. (2016). *Social marketing: Changing behaviors for good* (5th edition). Thousand Oaks, CA: Sage.

Case Study Text

Cheng, H., Kotler, P., & Lee, N. R. (2011). *Social marketing and public health: Global trends and success stories*. Subury, MA: Jones and Bartlett.

**Course Materials for Lecture and Discussion Boards are on Canvas*

ADDITIONAL RESOURCES

The job market in social marketing is very strong. Institutions focused on public health issues are regularly hiring advertising, marketing, public relations, and health communication professionals to aid in the development of social marketing campaigns to address local, national, and global health concerns. I strongly urge you to become familiar with some of the leading sites for social marketing. These entities are leaders in the public health field and offer internship opportunities in social marketing, advertising, public relations, health communication, and informatics:

Center for Disease Control (CDC)

Gateway to Health Communication & Social Marketing Practice

<http://www.cdc.gov/healthcommunication/index.html>

Student Internships

http://www.cdc.gov/employment/menu_student.html

National Cancer Institute (NCI)

The Pink Book – Making Health Communication Programs Work

<http://www.cancer.gov/publications/health-communication/pink-book.pdf>

*This is a handbook from a social marketing approach on strategy and campaign development

Health Communication & Informatics Research Branch (HCIRB)

<http://cancercontrol.cancer.gov/brp/hcirb/>

Health Communications Internship

<https://hcip.nci.nih.gov/hcip/>

Johns Hopkins: Center for Communications Programs

<http://ccp.jhu.edu/>

Career Opportunities

<http://ccp.jhu.edu/about-ccp/careers/>

World Health Organization (WHO): <http://www.who.int/campaigns/en/>

Public Health Foundation (PHF): Strategic Communications & Marketing Internship
http://www.phf.org/AboutUs/Pages/Marketing_and_Communications_Internship_Program.aspx

American Public Health Association (APHA): Advertising and Marketing Internship
<https://www.apha.org/professional-development/apha-internships-and-fellowships/affiliate-affairs-and-national-public-health-week/publications-advertising-marketing-internship>

Substance Abuse and Mental Health Services Administration (SAMHSA) – Social Marketing Internships
<http://www.samhsa.gov/about-us/jobs-internships/internships>

USAID – Internships <https://www.usaid.gov/work-usaid/careers/student-internships>

Following are resources you will want to utilize to find examples of successful social marketing practice:

Social Marketing Quarterly *leading journal publishing social marketing research and practice
www.socialmarketingquarterly.com
<http://smq.sagepub.com/content/by/year>

ShowCase
<http://www.thensmc.com.temporarywebsiteaddress.com/resources/showcase>

Dr. Lefebvre's Blog
http://socialmarketing.blogs.com/r_craig_lefebvres_social/

Thinking about grad school? Check this out this renowned program in Public Health Communication & Marketing:
<http://publichealth.gwu.edu/programs/public-health-communication-and-marketing-mph>

GRADE ASSIGNMENT

A = 90-100% or 450-500 points

B+ = 87-89% or 435-449 points

B = 80-86% or 400-434 points

C+ = 77-79% or 385-399 points

C = 70-76% or 350-384 points

D = 60-69% or 300-349 points

Failure = 0-59% or 299 points or below

A = outstanding work that is superior and demonstrates an in-depth understanding of the skills and material that far surpasses the minimum expectations of a student in the class.

B = above average work that demonstrates an understanding of the skills and material that exceeds the minimum requirements.

C = average work which illustrates that the student has met the minimum requirements and expectations for a particular assignment.

D = below average work in which the student does not meet the minimum expectations for a given assignment. Failure = below average work in which little or no effort seems to have been expended by the student.

COURSE ASSIGNMENTS

In-Class Participation	20 points
Case Study Discussion Leader	25 points
Case Study Discussion Question Post	25 points
Case Study Journal Entries	30 points (2 entries each 15 points)
Group Social Marketing Plan	100 points (broken down into 10 parts each 10 points)
Group Presentation	100 points
Exam 1	100 points
Exam 2	100 points
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TOTAL =	500 points

PARTICIPATION & ATTENDANCE POLICY (20 points)

Your participation grade consists of participation during class discussions and in-class activities, including case study analysis discussion and workshops. Your input is a critical part of learning in this class. Your participation is heavily based on quality not quantity. It is more important for you to read the material before class, come and contribute insightful comments during discussion, and to be open and attentive to your fellow students. Contributing daily but without substance is not considered quality participation. It is more important that your participation be relevant and insightful and draw from the course material. *NOTE:* I do not take attendance; however, regular attendance is a core element of successful completion of this class. You will not have the opportunity to develop your skills and knowledge if you do not attend. Refer to this link for university attendance policies:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

CASE STUDY LEAD DISCUSSION LEADER & QUESTION POST (50 points total)

Each student will be assigned a case study to lead during the semester and will facilitate our small group discussion on a case study day. For this assignment you will answer 1 of 5 questions about the case study (posted on Canvas in the associated module and discussion) and post your answer to the discussion board. Although you will post a response to only one of the questions, you should come to class prepared to lead a small group discussion on all 5 questions (i.e. have answers prepared for all 5).

Your response to one of the questions must be posted on the discussion board no later than midnight the night BEFORE class. **No late postings are accepted.**

When answering the questions integrate the readings into your response and cite the primary sources using APA style. You must apply the scholarly concepts from your main text and assigned readings to analyze the case study and how it was (or wasn't) a successful social marketing approach to a global health issue.

Note that the concepts we focus on will correlate with those that we cover in the assigned main text reading for that week but you are to incorporate everything you have learned when analyzing the cases. This application must be included in your post to receive full credit. These postings are not graded and rather subject to points if you complete all requirements. On days you don't lead, you must read the responses to prepare for class.

REFLEXIVITY PRACTICE - JOURNAL ENTRIES (30 points total – each entry is worth 15 points)

Journaling can be a wonderful way to:

- reflect on what you read,
- relate it to the theories and concepts you learn about,
- face your own biases and assumptions, and
- process the information on a higher, more sophisticated level.

In this class you will choose **2 of the 7** case studies to write on. In the form of a journal entry, share your personal reflections (your own reaction) on the case study assigned that week. There are no set questions you must answer in these entries, rather, I want you to practice *reflexivity*.

Reflexivity is an analytical practice in which you address your own assumptions, biases, stereotypes, etc. as well as become more aware of how your personal experiences might enable you to have exceptional insight about an issue. In other words, your personal experiences can allow you to understand your audiences on a deeper level as well as blind you to other people's unique experiences. Much of what we will talk about in this class has to do with health disparities and cultural differences (diversity) across the globe. You will have reactions to these variant experiences and facing those reactions allows you to become more aware of your own assumptions and insights. You are free to write whatever you want in these journal entries. They are private and will only be viewed by me. I want you to take the opportunity to challenge yourself and become more aware in an effort to better understand the audiences you are trying to persuade and impact. I will not grade you for writing or grammar. Just free write!

You have 7 opportunities to journal but are only required to submit 2 journal entries (15 points each). Journal entries must be submitted online through Canvas the night BEFORE class. **No late entries are accepted.**

EXAMS (200 points total: 2 exams each worth 100 points)

Exams are based on your assigned readings, lectures, and activities and will include multiple choice, matching, and true/false responses. There are two exams.

If you know you will be absent on an exam date you must make arrangements with me to take it on another day within the first 2 weeks of the semester.

***NO MAKE-UPS UNLESS PROOF OF EMERGENT DOCUMENTED SITUATIONS**

GROUP SOCIAL MARKETING PLAN (SMP) (100 points)

You will be assigned to a small group (4-5 students). As a team you will develop a social marketing plan (SMP) to address a health issue in our community (local) or on a larger level (national or global). Together you will choose a social issue and develop a plan for influencing the target audience's behavior in order to benefit both the selected population and society as a whole.

The complete SMP will be due in full at the end of the semester with your group presentation. However, you will submit the SMP in 10-part worksheets throughout the semester. You will receive some time in class to work on these worksheets. Worksheets 1-5 are due before Exam 1 and the other half (6-10) are due at the end of the semester (see course schedule).

We will learn how to develop a SMP via the 10-step process outlined in your text (Kotler & Lee). You will use the worksheets in Appendix A to complete all 10 parts of the.

Note each part is worth 10 points. To receive full credit, you must submit the complete SMP with your group presentation the last week of class as one document in addition to the two previous due dates.

No late work accepted.

Step 1	Problem Statement	(10 points)
Step 2	Situation Analysis (SWOT)	(10 points)
Step 3	Audience Profile/Segmentation	(10 points)
Step 4	Behavior Objectives and Goals	(10 points)
Step 5	Conceptual Approach	(10 points)
Step 6	Position Statement	(10 points)
Step 7	Marketing Strategy/Mix (4 Ps)	(10 points)
Step 8	Monitoring/ Evaluation Plan	(10 points)
Step 9	Budget	(10 points)
Step 10	Implementation Plan	(10 points)

GROUP PRESENTATION (100 points)

During the final week of classes, you will present your SMP as a formal presentation to the class. As is the case in public health or corporate settings, your team will be evaluated as a **team**, meaning one grade will be assigned. A grading rubric for the presentation will be provided to you on the course page.

You will have numerous opportunities during class workshops to develop your SMP and presentation as well as receive feedback from me and your peers. I strongly encourage you to touch base with me throughout the semester to address any team issues that arise and to stay on track. Do not wait until the week presentations are due to disclose any issues.

Along with your final presentation you will submit a packet that includes the following:

- 1) Final SMP in one document with appropriate headings
- 2) Presentation slides and/or materials
- 3) Individual and team evaluations

(Note – you will each submit an individual evaluation and evaluations for each team member. These will be considered in the grading process).

When your team is not presenting you will be expected to evaluate the other team presentations in the class anonymously. These class evaluations will also be considered in the grading process.

The presentation should be 10 minutes in length and address the following components of your SMP:

- Problem Statement (background, purpose and focus: SWOT)
- Audience Profile (audience characteristics, market profile, positioning statement)
- Proposed Social Marketing Intervention
 - Marketing objectives and goals
 - Barriers and benefits
 - Theory informing strategy for behavior change
 - 4P's
 - Ethical considerations

- Evaluation/monitoring/implementation (with budget)
- Conclusions

EXTRA CREDIT OPPORTUNITY

You can earn a maximum of 15 extra credit points by participating in research studies in CJC's SONA research management system (<https://ufl-cjc.sona-systems.com>). If you participate in one study you get 7.5 points; if you participate in two studies, you get an additional 7.5 points for a total maximum of 15 extra credit points. You must complete this no later than November 16.

If you want to do this, please register a SONA account and choose studies to participate in to receive extra credits for this class. Check SONA regularly to see what studies have become available. Typically, it is not until around maybe the third week of the semester that studies will become available. You should NOT wait until the last minute to sign up for participation because people tend to procrastinate and research opportunities will be limited by the end of the semester. In fact, it is probably wise to participate early in the semester when your course loads are the lightest.

Please see this video below for how to set up your SONA account: https://youtu.be/_1OnT2ZU6QQ If you have any questions, please contact the CJC SONA administrator through this email: uf-cjc-sonasystems@jou.ufl.edu. They will also notify me to let me know you participated.

TEACHING PHILOSOPHY & COURSE POLICIES

I believe that every student has the ability to succeed in this course. My goal is to provide an authentic learning experience by creating a student focused learning environment. I want us to explore relevant topics within public health in a respectable way that allows for discussion of varying perspectives and application of key course concepts. With this in mind I've included some course policies below, many of which may seem obvious, however, having these clearly stated allows you to fully understand the commitment you are making to this course and the commitment I am making to you.

Read this syllabus in full so that you understand all course requirements. Do not ask me questions that could be answered in this syllabus (e.g., what format papers are to be in). To ensure you have read this syllabus in full and understand what is required of you, you will need to sign the syllabus contract (see last page of the syllabus) and submit it to me in class by the second class period of the semester.

1. **Papers or written assignments.** Papers must be typed in 12-point, Times New Roman font, double-spaced, with 1- inch margins. References should be in correct APA format and papers should include correct grammar, punctuation, spelling, etc. Do not rely on direct quotes from your references. I evaluate you on your ability to understand what you have read and, thus, your ability to synthesize ideas. As such, strive to paraphrase rather than directly quote sources. Be sure to cite appropriate sources when conveying others' ideas and findings when you paraphrase. Writing skills are one of the most important assets you will need in the workforce. I strongly encourage each of you to take your paper to the campus writing center as this inevitably greatly improves your writing skills.
2. **Email Communication.** Email is the primary way to contact me. I will respond to emails within 72 hours. If you choose to leave a voicemail on my office phone, I may not get this for several days as I share an office and am often not at my desk. Thus, please use **email** to contact me. If you email me on the weekend, do not expect a response until classes resume.

3. **Late Policy.** I do not accept late work. Should your work be late due to an unforeseen circumstance you must notify me within 24 hours and provide documentation to prove that your absence is excusable.
4. **Make-up Exams.** If you know now that you cannot make an exam on the date scheduled, it is your responsibility to make prior arrangements with me. This must be done during the first two weeks of the semester. If you are unable to come to class on an exam day for an unforeseen reason, notify me within 24 hours of knowing the conflict via email, and no later than the day of the exam, before it is administered. To make up the exam, I will need written documentation of the emergency. You will need to make-up the exam within 2 business days.
5. **Absences.** It is to your benefit to attend class and participate in activities and discussions. If you must miss class, please see a classmate for missed notes, etc. You must do this first, before talking to me! Do not email me to see “what you missed.” You are responsible for getting all information from class from your peers. If you still have questions about the materials after talking with your classmates and reviewing their class notes, please stop by during office hours. Absences will negatively affect your participation grade.
6. **Group Work.** Your group members will have an opportunity to evaluate your contribution to group projects. I expect that you will each participate equally and cordially. Should problems arise in your group dynamics, please set an appointment with me to discuss your concerns.
7. **Use of Technology in Class.** You may not use your cell phones for any reason other than emergency calls to you or from you (should you expect an emergency call and need to leave your cell on during class, please inform me BEFORE class). Keep the ringer off (not on vibrate) before class begins and keep it in your personal bag/belongings. I DO NOT WANT TO SEE ANYONE’S CELL PHONE DURING CLASS! You *will* survive without it—I promise! You also may not listen to headphones during class. Using a laptop in class is a privilege. If you must use a laptop to take notes, you must sit in the front row. You can only use laptops to type notes, not audio or video record them. Also, please be courteous to me and your colleagues by not surfing the web or completing other class work while in my class. Should I find that you are abusing this privilege, the entire class will be banned from using laptops or any other electronic device.
8. **Etiquette.** Please come to class on time and be attentive. I expect that you will be respectful of others by being attentive, courteous, and silent when others, including myself, are talking. I expect you to treat each other as well as myself with respect at all times. That means that you do not talk when others (including myself) are talking. Do not come to class late. Be on time! Class time is relatively short. Unless it is an emergency, I expect you to stay seated in class during this time. It is incredibly disruptive and rude to your colleagues to get up and leave every moment you get the urge to do so.
9. **Learning Accommodations.** I will accommodate your unique learning requirements as best I can. Please inform me at the start of the semester about concerns you may have in course procedures, schedules, or assignments. Please also take advantage of the many student services on campus that are meant to enhance and optimize your learning experience (e.g., Disability Services, Student Services, etc.). Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.
10. **Academic Integrity & Dishonesty.** UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Both you and I are obligated to report any condition that facilitates academic misconduct to appropriate personnel. Familiarize yourself with university policy regarding academic dishonesty. Such instances include not citing sources, plagiarizing published sources, copying other students’ work, submitting coursework (yours or others’) from previous classes, and cheating on examinations in any manner (e.g., sharing answers, looking at someone else’s exam, using a cheat sheet). I have a zero tolerance policy on academic integrity. The consequences include automatic course failure and possible expulsion from the university. Ignorance is not an excuse or defense. When in doubt, ask! Should you engage in academic dishonesty, you will not only fail this

course but I will also file a grievance report with the dean recommending suspension or expulsion from the university.

11. **Student Evaluations.** Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.
12. **Have fun!!!** What you put into this class will be what you get out of it. If you approach this class as a drag, it will become one. If you work hard and improve your skills, your grades will reflect your effort.

Additional UF Policies & Resources

University Policy on Accommodating Students with Disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

University Policy on Academic Misconduct

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.

Netiquette: Communication Courtesy

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. See the course netiquette guidelines at <https://ufl.instructure.com/courses/319319/pages/netiquette>.

Getting Help

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

- Learning-support@ufl.edu
- (352) 392-HELP(4357) - select option 2
- <https://lss.at.ufl.edu/help.shtml>

Health & Safety

Health and Wellness- U Matter, We Care: Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the Sexual Assault Recovery Services (SARS) Student Health Care Center, 392-1161.

University Police Department, 392-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/>

Other resources are available at

Additional Academic Resources

Career Resource Center, Reitz Union: 392-1601.

Career assistance & counseling: <http://www.crc.ufl.edu/>

Library Support: <http://cms.uflib.ufl.edu/ask>.

Teaching Center, Broward Hall: 392-2010 or 392-6420.

General study skills and tutoring. <http://teachingcenter.ufl.edu/>

Writing Studio: 302 Tigert Hall, 846-1138. <http://writing.ufl.edu/writing-studio/>

Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf On-Line

Students Complaints: <http://www.distance.ufl.edu/student-complaintprocess>

Online Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <http://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary of results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

TENTATIVE SCHEDULE

DATE	TOPIC	READINGS (to be completed)	DUE DATES (due start of class)
Module 1			
THE SOCIAL MARKETING PROCESS: ANALYZING THE SITUATION & AUDIENCE			
Week 1			
Aug 22	Introductions & Syllabus Introduction to Advertising Strategy from a Social Marketing Approach	Lee & Kotler - Ch 1 Cheng et al. pp 1-14 Maibach (2002)	
Week 2			
Aug 27	(continued)- Intro to Advertising Strategy from a Social Marketing Approach The Strategic Social Marketing Process	Lee & Kotler - Ch 1 Cheng et al. pp 1-14 Maibach (2002) Lee & Kotler Chapter 2 Cheng et al. pp 18-28	Syllabus Contract
Aug 29	(continued)- The Strategic Social Marketing Process	Lee & Kotler Chapter 2 Cheng et al. pp 18-28	
Week 3			
Sept 3	Labor Day – NO CLASS		
Sept 5	Brainstorming Health Issues	*Explore the ToC in Cheng et al. *Explore GatorWell (http://gatorwell.uflsa.ufl.edu/) *Explore the web sites for CDC, WHO, NIH, DHHS, and USAID	Choose a health issue (in class) *Groups on Canvas
Week 4			
Sept 10	Situation Analysis (SWOT) Audience Segmentation & Analysis	Lee & Kotler Chapter 4 Lee & Kotler Chapter 5	
Sept 12	Case Study Day "Love, Sex, & HIV/AIDS...in Mexican Youth"	Cheng et al. Chapter 4	Group 1 Case Study DQs (due night before)
Module 2			
CONCEPTUAL APPROACH: IDENTIFYING OBJECTIVES & GOALS USING THEORY & RESEARCH			
Week 5			
Sept 17	Identifying Objectives, Goals, Barriers & Benefits, Motivators & Influencers	Lee & Kotler Chapter 6-7	
Sept 19	Case Study Day "Increasing School Meal Uptake...in England"	Cheng et al. Chapter 6	Group 2 Case Study DQs (due night before)
Week 6			
Sept 24	Utilizing Research Methods and Theory in the SMP Process	Lee & Kotler Chapter 8 & 3	
Sept 26	Case Study Day "Reducing Tobacco Use in the U.S...."	Cheng et al. Chapter 2	Group 3 Case Study DQs (due night before)
Week 7			
Oct 1	Workshop	Workshop	
Oct 3	Exam 1	Exam 1	Worksheets 1-5

Module 3	DEVELOPING A STRATEGIC PLAN		
Week 8			
Oct 8	Branding/Positioning, Product, and Price	Lee & Kotler Chapter 9-11	
Oct 10	Case Study Day "Choose Health in Food Vending Machines... in Italy"	Cheng et al. Chapter 7	Group 4 Case Study DQs (due night before)
Week 9			
Oct 15	Place and Promotion (Designing the Message)	Lee & Kotler Chapter 12-13	
Oct 17	Case Study Day "Socialism Meets Social Marketing ...in the Former Soviet Republic of Kazakhstan"	Cheng et al. Chapter 11	Group 5 Case Study DQs (due night before)
Week 10			
Oct 22	Promotion (Selecting Communication Channels)	Lee & Kotler Chapter 14	
Oct 24	Case Study Day "Safe Water Saves Lives" in Madagascar	Cheng et al. Chapter 10	Group 6 Case Study DQs (due night before)
Week 11			
Oct 29	Workshop		
Oct 31	Workshop		
Module 4	MANAGING SOCIAL MARKETING PROGRAMS		
Week 12			
Nov 5	Monitoring, Evaluation, & Budget	Lee & Kotler Chapter 15-16	
Nov 7	Case Study Day "Reducing Drink Driving Road Deaths ...in Australia"	Cheng et al., Chapter 16	Group 7 Case Study DQs (due night before)
Week 13			
Nov 12	Implementation	Lee & Kotler Chapter 17	
Nov 14	Workshop	Workshop	Extra Credit Participation Due
Week 14			
Nov 19	Workshop	Workshop	Worksheets 6-10
Nov 21	Thanksgiving - NO CLASS!	Thanksgiving	
Week 15			
Nov 26	Workshop		
Nov 28	Presentations	Presentations	Groups 1-3
Week 16			
Dec 3	Presentations	Presentations	Groups 4-7
Dec 5	Exam 2	Exam 2	

ADV3001 Course Contract

I, _____, have read the syllabus for ADV 3001 Section 3F31, Fall 2018. I understand the course requirements and what is expected of me. I have asked the professor questions if I did not understand any information in this document. Also, I am aware that not all of the information in this syllabus has been discussed in class. Therefore, I have read it in its entirety so that I am fully aware of all pertinent course information.

I fully understand the course description, objectives, requirements, policies, and the proposed class schedule. I understand that it is my responsibility to turn in assignments on time. I also understand that it is my responsibility to keep track of what assignments are due and when they are due. I will follow the syllabus and course policies, engage in meaningful classroom discussion, not engage in academic dishonesty, and be respectful of my professor and colleagues.

Signature

Date

Printed Name