

CHSC6260 STUDENT LEARNING OBJECTIVES:

- Define and describe social marketing theory, principles and methods.
- Explain in detail all elements of the social marketing process.
- Demonstrate an understanding of consumer oriented mindset which is at the center of the social marketing process.
- Discuss & explain different research methods used in social marketing.
- Describe a successful application of social marketing in public health practice.
- Discuss ethical principles in social marketing.
- Identify resources available and tools used when adopting a social marketing approach.
- Explain how social marketing can be used to address a public health problem