

International Health and Development 2009

INHL 730: Social Marketing and Behavior Change: International Health and Social Marketing

Learning objectives:

At the end of the course students will be able to

1. Define social marketing and give concrete examples from international settings
2. Define the term marketing mix and describe how the marketing mix relates to the client
3. Describe the differences between the marketing and financing of essential drugs and the marketing and financing of primary health care
4. Outline the social marketing strategies when the client or the provider is a hospital
5. Describe how social marketing is related to cultural difference between countries and give two examples of those differences
6. Define what a push/pull strategy is
7. Prepare an effective social marketing communication
8. List the channels of communication for social marketing internationally
9. Define stakeholder analysis and political mapping
10. Develop a marketing plan