

**THE SUMMER INSTITUTE  
FOR SOCIAL MARKETING & HEALTH COMMUNICATION  
EMERSON COLLEGE  
JULY 12-17, 2009**

**WEEK AT A GLANCE**

**SUNDAY JULY 12**

**6-9PM                      REGISTRATION & EVENING WELCOME RECEPTION AND  
DINNER**

**MONDAY JULY 13 (DAY 1)**

**9:00-10:30 AM      BRIEFING ON HEALTH TOPIC FOR THE WEEK AND  
DISCUSSION OF APPLICATION EXERCISE**

**10:30-10:45AM      MID-MORNING BREAK**

**10:45-12:15              HOW IS MARKETING SOCIAL?  
*How is 'selling' behavior different from selling fast food?*  
Lynda will explain how to apply commercial marketing  
principles such as audience analysis, segmentation,  
exchange theory, and the 4 Ps as you learn the basics of  
Social Marketing.**

**12:15-1:15              LUNCH**

**1:15-2:45PM              HOW IS MARKETING SOCIAL? (continued)**

**2:45-3:00                MID-AFTERNOON BREAK**

**3:00-4:30                UNDERSTANDING THE ENVIRONMENT  
In the Social Marketing world, the competition isn't always  
visible. Tim explains how we scan the environment and  
apply tools like SWOT analyses to determine our direction.  
Learn the importance of understanding the current context  
and creating a supportive environment for individual and  
social change.**

**4:30-5PM                GROUPS BREAK UP, DISCUSS ROLES & WORK PLAN**

**TUESDAY JULY 14 (DAY 2)**

- 9AM-NOON**      **HOW RESEARCH & BEHAVIORAL THEORY DRIVE CREATIVE**  
Without a foundation in behavioral theory, social marketing could not serve as a catalyst to behavior change. Tim and Lynda describe how popular behavioral theories help drive creative and communication strategies.
- NOON-1PM**      **LUNCH BREAK**
- 1-2:30PM**      **HEALTH LITERACY**  
We understand our audience, but does our audience always understand the message? A guest expert on the topic will discuss the importance of health literacy in all effective health communication and social marketing.
- 2:30-2:45PM**      **MID-AFTERNOON BREAK**
- 2:45-5PM**      **BREAK-OUT SESSION-Groups write SWOT analysis, begin marketing mix (4 P's) strategies, and select behavioral theory as foundation for their plan. Tim & Lynda work with groups to answer questions and provide necessary direction.**

**WEDNESDAY JULY 15 (DAY 3)**

- 9-11AM**      **THE METHODOLOGY BEHIND THE MOTIVATION**  
Lynda discusses how to move beyond 'messages' to the big idea. Where does 'insight' come from? How is it possible to be audience-driven in a politically-driven environment? How do we move from audience research to award-winning creative?
- 11-11:15AM**      **15-MINUTE BREAK**
- 11:15-Noon**      **NOT YOUR MOTHER'S CREATIVE BRIEF**  
The commercial marketing and advertising industry has relied on creative briefs for decades as a tool for developing audience-driven campaigns. Lynda explains how this helpful tool has been adapted to promoting behavior change and social causes.
- 12-1PM**      **LUNCH BREAK**

- 1-2:30PM REACHING THE 'HARD TO REACH'**  
How do cultural norms affect behavior change? How do we become 'culturally competent'? Can prevention really be marketed to individual with fatalistic views about their health?
- 2:30PM BREAK**
- 2:45-4PM SITTING IN JUDGMENT (WHAT'S THE BIG IDEA?)**  
Lynda examines social marketing campaigns that have made their mark. Join the 'critic's corner' as you learn criteria for 'sitting in judgment'. How do you know what works? Why is being single-minded so important? How do we break through the clutter? Is it true that people just want the facts? And when does fear work?
- 4-5PM BREAK-OUT SESSIONS-Participants fill out creative brief and continue working on marketing mix (4Ps) strategies**

**THURSDAY JULY 16 (DAY 4)**

- 9-10:30AM WHAT DO YOU STAND FOR?**  
A guest speaker will demonstrate how companies and nonprofits are creating cause branding initiatives to build trust and relevance in their brands while generating significant bottom-line business and social benefits.
- 10:30AM MID-MORNING BREAK**
- 10:45-12:15 'CREATIVE' EVALUATION**  
Sounds like an oxymoron, but sometimes even evaluators have to think creatively. Tim explains the basics of evaluation and how we can make it affordable even when evaluation is often the first budget item cut.
- 12:15-1:15PM LUNCH BREAK**
- 1:15-2:45PM 'CREATIVE' EVALUATION (CONTINUED)**
- 2:45 MID-AFTERNOON BREAK**

- 3-4PM**                    **VERB: IT'S WHAT YOU DO**  
Tim presents a case study of the VERB Campaign, the biggest budget health communication project ever to come out of the CDC. What are the lessons that can be learned about social marketing from this initiative?
- 4-5PM**                    **BREAK OUT SESSIONS-Participants finalize plan**

**FRIDAY JULY 17 (DAY 5)**

- 9-10:30AM**            **SOCIAL MARKETING & THE NEW MEDIA**  
Thinking about social media as simply new promotion channels to exploit misses the essence of what the new revolution is all about. These new technologies have implications for the way that we market behaviors, products and services.
- 10:30-NOON**           **Break-out groups rehearse for afternoon presentations**
- NOON-1PM**            **LUNCH BREAK**
- 1-5PM**                    **GROUP PRESENTATIONS AND DEBRIEF**  
Each group will present its social marketing plan. The "client" for the week will observe and comment.