

Faculty Showcase '05: Partners in Learning

Sponsored by Academic Technology at Simmons College



Social Marketing at a Distance



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Goals

- Understand the potential impact of social marketing on health behaviors;
- Develop a critical eye for best practices and common pitfalls in social marketing;
- Understand, and be able to perform, key tasks in developing a social marketing campaign;
- Learn how to benefit from the perspective and feedback of people who live outside your geographical community; and
- Learn how to provide substantive feedback to your peers.

A PTRC Partnership Project

Overview

Nancie Herbold teaches the process of social marketing to her students at Simmons. Over the course of three weeks, students create their own Public Service Announcements. She wondered if students' learning experiences would be improved if they were able to discuss their work with people outside the Boston area.

In spring 2005 she took advantage of an opportunity for Simmons students to collaborate on PSA development with students enrolled at Ryerson University in Toronto, Canada. The three-week project was hosted in Ryerson's BlackBoard online course management system.

"It was very interesting to work in a group that involved international connections and group discussion over the Internet."

"I found that being required to evaluate and comment on different campaigns was valuable when it came to creating my own."

-Social Marketing Students

She also found that students exercised problem-solving skills (and helped each other problem-solve) more than students normally do in her face-to-face class. Key to the project's success was establishing clear expectations for participation and standards for feedback from the outset.

"Students knew they couldn't just state opinions, they had to use course readings as a means for justifying feedback. It was actually difficult for me to give them feedback on their assignments because they had already done such a good job providing feedback to one another! The quality of the feedback they received also encouraged students to do multiple revisions on their PSAs."

Herbold also discovered that some of her students who rarely spoke up in class made significant substantive contributions in the context of online discussions.

"I think the distance and lack of face-to-face contact made it easier to give more honest evaluation and feedback."

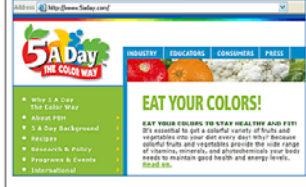
"The distance learning context helped students [learn how to] work independently and cooperatively at the same time."

-Social Marketing Students

Social Marketing Introduction and Overview (or, how to get your clients to eat their veggies)

Introduction
"Social marketing" is the term used to describe the process of planning, implementing, and evaluating programs that are designed to influence the public's behavior. Increasingly, nutritionists are involved in the development of social marketing campaigns.

Social Marketing strategies differ depending on the campaign's scope and audience. Some campaigns are local, tailored to the interests and concerns of a specific group. Other campaigns are national in scope, designed to influence the behavior of society in general.

Examples of Social Marketing	
Local	How do you encourage individuals in a given neighborhood to register for a heart healthy seminar? Appropriate strategies might include developing eye-catching posters about free heart healthy seminars, strategically placing the posters at popular local gathering places.
National	How do you convince a nation of people to increase fruit and vegetable consumption? <i>5 a Day</i> uses a number of strategies and partnerships to reach diverse populations throughout the United States (Saday.com, Saday.gov). 

Whenever you watch television, listen to the radio, visit a web site, or read a sign, you are a potential audience for a social marketing campaign. When successful, these campaigns become part of our cultural fabric – ultimately influencing our perception of how things "should" be. In the United States, everyone knows that "friends don't let friends drive drunk" and "drinking and driving can kill a friendship." These are two mass media advertisement slogans are part of a larger social marketing campaign to stop drunk driving.