

African American Prevention Intervention Center COURSE FACT SHEET

SOCIAL MARKETING

“I pointed out to you the stars (the moon) and all you saw was the tip of my finger.”

-Tanzanian Proverb

Goal:

Participants will gain knowledge in identifying techniques that will influence behavior change in addition to understanding the essential elements of marketing to specific populations.

Course Description:

This course is designed to assist organizations and agencies in developing and implementing social marketing plans for HIV/AIDS prevention programs; identifying the necessity and usefulness in demonstrating the value of their efforts in the African-American community, and providing evidence needed to create and maintain programs that work.

This Course Will Cover:

- ◆ What is Social Marketing
- ◆ Key Elements of Social Marketing
- ◆ Audience Centered Programming
- ◆ Behavior Change
- ◆ Maximizing Benefits
- ◆ Case Studies in Social Marketing



This course is designed for a two-day delivery from 9:00 a.m. to 5:00 p.m. beginning with 8:30 a.m. registration. Course size is limited to a maximum of 20 participants representing various community-based organizations. Teaching strategies include lecture, group activities, group discussion and some nontraditional methods.

Who should attend?

- ◆ Community-Based Organizations (CBOs)
- ◆ Health Department CBOs
- ◆ Local Governmental Agencies
- ◆ School Systems
- ◆ Businesses
- ◆ Community Stakeholders
- ◆ Faith Institutions
- ◆ Civic Organizations
- ◆ Opinion Leaders

