

- Discuss the trends that are emerging related to social marketing for public health
- Describe the roles and significance of technology in the social marketing process

PREPARATION

PURCHASE TEXTBOOK:

You need to purchase (e-text recommended)

Cheng, H., Kotler, P. & Lee, N. (editors) (2011). *Social Marketing for Public Health: Global Trends and Success Stories*. Toronto: Jones & Bartlett.



READ: The Preface and Chapter 1 of:

Cheng, H., Kotler, P. & Lee, N. (editors) (2011). *Social Marketing for Public Health: Global Trends and Success Stories*. Toronto: Jones & Bartlett.

ONLINE ACTIVITIES

PEBBLEPAD SEMESTER 6 PAGE COLLECTION

Remember to create a Semester 6 collection of pages in your PebblePad ePortfolio, including a page for this course. Make sure your instructor is given permission to access these pages.

SOCIAL MARKETING TRENDS IN GLOBAL HEALTH

Reread the ten trends related to social marketing in public health in Chapter 1 of the Cheng et al textbook. Jot down your thoughts and ideas about these trends and search on the web to find some examples. Provide a Thought Paper on this and address at least two trends in your comments. Upload your paper to the Moodle course page.



Upload your thought paper to the Moodle course page and your PebblePad ePortfolio, saved as Week 1 with a suitable title.

REFLECTION

Reflect on all the technology tools, apps, and so on you have been using in this program.

How has this prepared you to engage in social marketing for global health?

REFERENCE

Cheng, H., Kotler, P. & Lee, N. (editors) (2011). *Social Marketing for Public Health: Global Trends and Success Stories*. Toronto: Jones & Bartlett.