Social Marketing and Technologies for Global Health

OVERVIEW

This course is the fifth of a series of five courses on the development and study of Relational Engagement within nursing practice. This final course focuses on relational engagement on a global level, where student nurses discover how to apply the fundamentals of relational engagement to their interactions with international groups, organizations, and virtual participants

In this course, you will expand your relational engagement knowledge and capabilities to embrace the potential of social marketing to relate



and support people on a global scale. Social marketing depends on the ability to really 'know' the target audience (in our case, clients), strong communication skills (through face to face, digital, virtual, and printed communications), and the ability to apply technologies, content, and education principles to craft products and tools that will support social change, prevention, and health promotion. In this course you will study many case studies of successful international social marketing campaigns that enriched people's lives in many ways. By doing so, you will see how your knowledge, planning and use of technology can create campaigns and tools that help to promote relational engagement at a wide level, often with hundreds or even thousands of people.

"There are four major arenas that social marketing efforts have focused on over the years: health promotion, injury prevention, environmental protection, and community mobilization" (Cheng, Kotler & Lee, 2011, p. 3).

LEARNING OUTCOMES

This learning activity is intended to give the learner the opportunity to:

- Gain awareness of faculty and student expectations for the course
- Create a PebblePad ePortfolio page for the course.
- Analyze how social marketing can promote relational engagement with clients through global health initiatives

- 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.



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.