



Management Development Programme on

# COMMUNITY-BASED SOCIAL MARKETING FOR HEALTH AND DEVELOPMENT

"Getting Better at Doing Good"

August **25-27** 2022

## **BACKGROUND**

Containing COVID-19 and restoring our economies requires not just good policy decisions and medical advice; it also needs continued compliance with the recommended behavioral changes that in many ways go against social and cultural conventions. Daunting as they may seem, the drastic changes in behavior being called for can indeed be brought about. The science of social marketing uses the systematic application of marketing along with other concepts and techniques to achieve specific behavioral goals for social good by influencing people's behavior for the benefit of both the target audience and of society. Public health, safety, and environmental concerns are some of the areas where social marketing can have a huge impact. The government institutions, not-for-profit groups, non-governmental organizations (NGOs), universities and colleges, and healthcare organizations are searching for better ways to communicate with the public about health behavior, the environment, infrastructures, and social welfare. Social marketing utilizes the latest marketing

communication tools for instance social media platforms, combined with the most current segmentation and consumer insight techniques that focus on the individual to understand how to deliver positive behavioral change. A well-crafted social marketing campaign would help address the current crisis and set foundations that will help enrich the adverse consequences of future pandemics.

## **OBJECTIVES**

- To provide an overview of the social marketing approach and its distinctive features.
- To identify behavioral determinants that must be addressed by the programme intervention.
- To use a systematic approach to market social programmes.
- To design the basic social marketing strategies for behavior change.

## **CONTENTS**

- Define distinctive features of Social Marketing.
- Describe the steps that comprise the Social Marketing Process.
- Initial Planning: What You Need to Know About Your Audience.
- Selecting the Target Behavior.
- Segmenting and selecting Priority Population.
- Designing Social Marketing Strategies (4 P's).
- Competencies for Social Marketers.



## PEDAGOGY

The programme pedagogy is based on the participatory learning approach. It includes lectures, discussion sessions, case studies and games.

## WHO SHOULD ATTEND

The programme is designed for State and District level personnel working in public, NGOs, private sector organizations, social marketers, hospitals, students, faculty, program planners, and designers responsible for behavior change.

## RESOURCE PERSONS

Dr. Seema Mehta is a Professor at SD Gupta School of Public Health, IIHMR University. She is faculty in-charge of MPH Programme - a cooperative programme of Johns Hopkins University and IIHMR University. She has an extensive experience in Teaching, Training and Research in the field of Health Management. You can reach out to Dr. Seema Mehta at [seemam@iihmr.edu.in](mailto:seemam@iihmr.edu.in)

### Dr. Seema Mehta, PhD

Programme Coordinator  
Professor, IIHMR University, Jaipur  
Social Marketing Specialist

Dr. Neetu Purohit is Professor at Institute of Health Management Research, IIHMR University. She has conducted several trainings on Social Behavioural Change Communication for different organizations. She had an experience of multiple studies and projects on health systems assessments/ evaluation of various health including behaviour change interventions programmes.

### Dr. Neetu Purohit, PhD

Professor, IIHMR University, Jaipur  
Behaviour Change Communication Specialist

## PROGRAMME FEE

The programme fee for **Indian participant is Rs. 24,750** plus GST (18% as applicable) and for **International participant is USD 462** plus GST (18% as applicable). The fee covers tuition fees, background reading material, lodging and boarding.

- **Early Bird Discount:** Nominations received with payments on before 4-weeks (July 26, 2022) will be entitled to an early bird discount of 10%.
- **Group Discount:** Any organization sponsoring four or more participants to the programme will be entitled for a discount of 20% on the total fee payable provided that at least four participants attend the programme.
- **Maximum Discount:** Organization can avail themselves of both the discounts subject to maximum discount of 20%.



## VENUE

The programme will be held at IIHMR University, Jaipur. IIHMR University is located near Jaipur International airport, Sanganer, Jaipur. The University campus provides a learning environment to the participants. The participants are welcome to use the library and recreational facilities at the campus.

## CERTIFICATION

A certificate of participation on completion of the programme will be issued by IIHMR University, Jaipur.

## HOW TO APPLY

All the communication regarding the training should be made with the Training Department at the following address. Please fill the registration form on below link or scan QR code to register.

### Programme Officer (Training)

IIHMR University  
1, Prabhu Dayal Marg, Sanganer Airport, Jaipur -302029, India

**Mobile:** +91 93587 90012,

**Phone:** 0141-3924700 (30 Lines)

**Email:** [training@iihmr.edu.in](mailto:training@iihmr.edu.in), [seemam@iihmr.edu.in](mailto:seemam@iihmr.edu.in)

**Apply Now:** <https://applications.iihmr.edu.in/mdp>



Scan QR Code to Apply



## ABOUT IIHMR UNIVERSITY

The genesis of the IIHMR University dates to October 5, 1984, when the Indian Institute of Health Management Research (IIHMR) was established. The IIHMR University has been established and incorporated as a postgraduate research University by the Government of Rajasthan vide the IIHMR University, Jaipur Act, 2014 (Act No. 3, of 2014). IIHMR University is UGC recognized, NAAC accredited, and ranked 73rd NIRF 2021 (Management). IIHMR University is dedicated to the improvement in standards of health through better management of health care and related programmes. It seeks to accomplish this through management research, education, training, consultation, and networking in a

national and global perspective.

IIHMR University offers MBA (Hospital and Health Management), MBA (Pharmaceutical Management), MBA (Development Management), Master of Public Health (in collaboration with Johns Hopkins University, USA), Master of public Health (Implementation Science), Executive Education, and PhD programmes. We have collaborations with international and prestigious universities including Johns Hopkins university, USA, Manchester University, UK, Curtin University, Australia for student exchange, faculty exchange, joint research and capacity building programmes.



[www.iihmr.edu.in](http://www.iihmr.edu.in)

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