Social Marketing for Behavioral Change Training Course

Professional Development Training Course Outline

Category	Wildlife Management	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Social marketing for behavioral change is a powerful approach that applies marketing strategies to influence positive social behaviors and drive sustainable impact. In today?ÇÖs fast-paced and digitally connected world, organizations, governments, and NGOs require evidence-based strategies to address pressing social issues such as health promotion, environmental sustainability, public safety, and community engagement. Social Marketing for Behavioral Change Training Course equips participants with modern frameworks, actionable tools, and hands-on techniques to design, implement, and evaluate effective campaigns that go beyond awareness creation to drive measurable behavior change.

Through this course, participants will explore trending social marketing practices, digital engagement strategies, data-driven behavioral insights, and storytelling methods that shape public perception and influence decision-making. They will also learn how to integrate policy advocacy, stakeholder collaboration, and evaluation tools into their campaigns, ensuring scalability and sustainability. By combining theory with practical case studies, the program provides a comprehensive understanding of how to transform innovative ideas into impactful social change.

Programme Curriculum

Social Marketing for Behavioral Change Training Course

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Course Objectives

1. Understand the fundamentals of social marketing for behavior change.
2. Analyze audience segmentation using behavioral insights.
3. Apply digital marketing and social media strategies for community impact.
4. Develop targeted communication campaigns for sustainable change.
5. Utilize storytelling techniques to influence attitudes and perceptions.
6. Incorporate behavioral economics principles into campaign design.
7. Strengthen stakeholder engagement for collaborative impact.
8. Design monitoring and evaluation frameworks for social marketing campaigns.
9. Explore case studies of successful behavioral change initiatives.
10. Apply evidence-based strategies for health, environment, and safety promotion.
11. Address cultural and social determinants influencing behavior change.
12. Develop skills to implement integrated multi-channel campaigns.
13. Gain hands-on practice in building campaign roadmaps for measurable impact.

Organizational Benefits

1. Enhanced capacity to design and implement impactful campaigns.
2. Increased stakeholder trust and credibility in promoting social change.
3. Improved internal knowledge on audience segmentation and targeting.
4. Strengthened communication strategies aligned with organizational goals.
5. Access to practical frameworks for monitoring campaign effectiveness.
6. Increased brand positioning as a socially responsible organization.
7. Enhanced ability to drive sustainable community engagement.
8. Better adaptation of campaigns to cultural and behavioral dynamics.
9. Strengthened policy advocacy through evidence-driven strategies.
10. Improved long-term impact measurement for decision-making.

Target Audiences

1. Social marketing professionals
2. Nonprofit and NGO managers
3. Government communication officers
4. Corporate social responsibility teams
5. Community development practitioners
6. Health promotion specialists
7. Public relations and media strategists
8. Policy and advocacy officers

Course Duration: 10 days

Course Modules

Module 1: Introduction to Social Marketing for Behavioral Change

- Definition and scope of social marketing
- Principles and ethics of behavioral change communication
- Differences between commercial and social marketing
- Role of marketing in addressing social challenges
- Tools for analyzing target behaviors
- Case study: Social marketing in tobacco control campaigns

Module 2: Audience Segmentation and Behavioral Insights

- Understanding behavioral psychology
- Tools for audience profiling and segmentation
- Using data analytics for decision-making
- Identifying barriers and motivators of change
- Developing behavioral personas
- Case study: Audience segmentation in HIV prevention programs

Module 3: Communication Strategies for Impact

- Crafting persuasive messages
- Effective use of traditional media channels
- Integrating digital and offline communication strategies
- Addressing misinformation and resistance
- Applying message testing techniques
- Case study: Communication strategies in road safety campaigns

Module 4: Digital and Social Media Engagement

- Leveraging social media for advocacy
- Using influencers for social change campaigns
- Content creation for behavior-focused communication
- Building online communities for engagement
- Evaluating digital campaign performance
- Case study: Social media campaigns for vaccination uptake

Module 5: Storytelling for Social Impact

- Power of narratives in shaping attitudes
- Developing emotional and rational appeals
- Techniques for effective storytelling
- Incorporating real-life testimonials
- Storytelling through multimedia formats
- Case study: Storytelling in gender equality campaigns

Module 6: Behavioral Economics in Campaign Design

- Understanding behavioral nudges
- Application of choice architecture
- Designing low-cost interventions

- Using incentives and disincentives
- Behavioral trials and experimentation
- Case study: Behavioral nudges in energy conservation

Module 7: Stakeholder Engagement and Partnerships

- Identifying key stakeholders
- Building collaborative networks
- Engaging policymakers and leaders
- Working with community influencers
- Managing stakeholder expectations
- Case study: Multi-stakeholder partnership in nutrition campaigns

Module 8: Cultural and Social Determinants of Behavior

- Influence of cultural norms on behavior change
- Addressing social barriers and taboos
- Incorporating inclusivity in campaigns
- Adapting strategies for diverse populations
- Tools for cultural sensitivity assessments
- Case study: Cultural determinants in maternal health campaigns

Module 9: Designing Integrated Campaigns

- Principles of integrated communication
- Multi-channel campaign design
- Synchronizing online and offline efforts
- Budget allocation and resource optimization
- Developing an implementation roadmap
- Case study: Integrated campaigns in environmental sustainability

Module 10: Health Promotion Campaigns

- Key strategies for public health communication
- Addressing stigma and myths in health campaigns
- Using peer educators in health promotion
- Campaigns for preventive healthcare
- Mobilizing communities for health behaviors
- Case study: Social marketing in malaria prevention

Module 11: Environmental Sustainability Campaigns

- Promoting eco-friendly practices
- Communicating environmental risks effectively
- Partnering with environmental stakeholders
- Using behavioral insights for waste reduction
- Campaign strategies for climate adaptation
- Case study: Recycling and waste management campaigns

Module 12: Public Safety and Security Campaigns

- Behavioral approaches to public safety

- Using media for safety awareness
- Campaigns targeting violence reduction
- Road safety awareness initiatives
- Role of law enforcement partnerships
- Case study: Social marketing in traffic safety campaigns

Module 13: Policy Advocacy and Social Change

- Linking campaigns to policy reforms
- Building advocacy coalitions
- Communicating with policymakers
- Using evidence for advocacy efforts
- Policy briefs and advocacy toolkits
- Case study: Policy advocacy for anti-smoking laws

Module 14: Monitoring and Evaluation of Campaigns

- Designing M&E frameworks
- Setting key performance indicators
- Tools for data collection and analysis
- Using feedback for campaign improvement
- Reporting outcomes and lessons learned
- Case study: Monitoring and evaluation in nutrition campaigns

Module 15: Practical Roadmap Development

- Group exercises in campaign design
- Developing realistic timelines
- Budgeting and resource planning
- Building implementation teams
- Risk management strategies
- Case study: Roadmap design for behavioral change in sanitation

Training Methodology

- Interactive lectures and expert presentations
- Group discussions and peer-to-peer learning
- Practical workshops with campaign simulations
- Case study analysis and real-world applications
- Role plays and participatory exercises
- Multimedia presentations and digital tools demonstrations

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

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