

Corporate Culture

Course one: an introduction to social marketing

Who is it for?

This course is suitable for anyone responsible for directing or managing a social marketing programme, campaign or initiative. It is suitable both for people new to social marketing or those seeking an update on latest thinking.

What are the aims?

This is an introduction to the principles and practice of social marketing.

By the end of the course, participants will:

- have an insight into how to create social marketing programmes that achieve real social benefit
- have an understanding of behaviour change and what motivates people to act

In the course of the day, participants will

- use a variety of practical tools and techniques
- have an insight into the latest thinking on social marketing
- have an opportunity to join a network of people with a shared passion.

What is the specific content?

The course content includes the characteristics of social marketing, examples of good practice, behaviour change theory and practice including nudge theory, the motivators of personal action, the key social marketing strategies and how to create your own social marketing strategy.

How is it structured?

All courses include coaching, practice or learning based around case studies, networking and opportunities for personal reflection to tailor learning to the workplace.

Who are the facilitators?

All Corporate Culture social marketing training is led by practitioners who base their advice on practical experience with live projects.

What are the logistics?

Location venue flexible to suit client
Duration 1 day

Fee: To be agreed with client depending on need

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Course two: research and communications: how to gain insight that leads to change

Who is it for?

This course is suitable for anyone responsible for directing, managing or leading the research for a social marketing programme, campaign or initiative. Participants are recommended to have attended the introduction to social marketing – but this is not essential.

What are the aims?

The aim is to equip participants with an understanding of the main methods and practices involved in research – with a focus on achieving a deep insight into people's values, beliefs, motivators and lifestyles to influence change. The course also embraces how to translate this insight into communications that lead to real change.

By the end of the course, participants will:

- understand how to get under the skin of what people think, feel, believe and do to inform social change projects
- understand how to select the right research method to give you actionable insight
- understand how to translate this insight into communications that work

What is the specific content?

The content covered includes contextual research, best practice research, audience segmentation, methods of encouraging participation, the creation of measurement frameworks and fit for purpose communications for the new world.

How is it structured?

All courses include coaching, practice or learning based around case studies, networking and opportunities for personal reflection to tailor learning to the workplace.

Who are the facilitators?

All Corporate Culture social marketing training is led by practitioners who base their advice on practical experience with live projects.

What are the logistics?

Location:	venue flexible to suit client
Duration	1 day
Fee:	price to be agreed depending on need

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Course three: creating your social marketing campaigning using the 10 strategies for change

Who is it for?

This course is suitable for anyone responsible for directing or managing a social marketing programme, campaign or initiative. Participants are recommended to have attended previous social marketing academy courses – but this is not essential.

What are the aims?

The aim is to equip participants with an understanding of the main strategies used in social marketing to achieve social change.

By the end of the course, participants will:

- understand the 10 key strategies that are most frequently used in social marketing
- understand the importance of focusing on core interventions
- understand journey planning
- become familiar with pragmatic creative tools and techniques to imagine new solutions to social change

What is the specific content?

The content focuses on a step by step approach to create social marketing strategies that work. It includes visioning techniques and creative techniques to break out of traditional solutions and create fit for purpose solutions that work. Participants will practice on a live project.

How is it structured?

All courses include coaching, practice or learning based around case studies, networking and opportunities for personal reflection to tailor learning to the workplace.

Who are the facilitators?

All Corporate Culture social marketing training is led by practitioners who base their advice on practical experience with live projects.

What are the logistics?

Location: venue flexible to suit client
Duration 1 day

Fee: to be agreed depending on client needs