

## Design and implementation of an intervention using Social Marketing Approach Programme Coordinator: Prof. Geetika Varshneya

### About Programme

This programme is designed to equip the participants with a comprehensive plan for designing and implementing development interventions involving behaviour change. The CEP intends to blend theory with practice. It will include topics ranging from an introduction to social marketing, dominant theories of behaviour change to the use of contemporary marketing approaches like social media marketing. The practical approach encompasses designing the programme as per the participant's organization-specific needs. Successful case studies from international/national contexts where social marketing has been core in designing and implementing the programmes will also be discussed.

### Learning Objectives

1. To provide an overview of the social marketing approach.
2. To use a systematic social marketing approach to design behavioral change interventions.
3. To identify the various barriers in the implementation of the interventions.
4. To identify the behavioral outcomes in such interventions.

### Expected Learning Outcomes

The participants will be able to

1. Understand the role of Social Marketing in the designing/implementation of interventions.
2. Outline barriers/benefits to the implementation of such an intervention.
3. Appreciate the role of research in designing the intervention.
4. Identify the behavioural outcomes of the intervention.
5. Formulate strategies for implementing the programme to achieve behavioural change outcomes.

## Programme Content

Modules	Topics to Be Covered
Module 1: Understanding the Situation, Social Marketing and role of Social Marketing	<ul style="list-style-type: none"> <li>• Context</li> <li>• Orientation of Social Marketing</li> <li>• Rationale</li> <li>• Successful Stories around the world</li> </ul>
Module 2: Social Marketing Framework and Dominant Theories for Behaviour Change	<ul style="list-style-type: none"> <li>• Basic Assumption of Social Marketing</li> <li>• Theories of Social and Behaviour Change</li> <li>• Strategies for applying these theories</li> </ul>
Module 3: Focusing and Designing Interventions	<ul style="list-style-type: none"> <li>• Setting Behavioural Objectives</li> <li>• Identifying the Target Audience</li> <li>• Outlining the barriers &amp; benefits of targeted behavioural objectives</li> <li>• Identifying the competing behaviour.</li> <li>• Creating Product Platform</li> <li>• Crafting desired positioning</li> <li>• Addressing monetary &amp; non-monetary costs &amp; benefits</li> <li>• Accessibility</li> <li>• Creating right mix of communication strategies and communication channels</li> <li>• Creating budgetary plan</li> </ul>
Module 4: Implementation and Monitoring	<ul style="list-style-type: none"> <li>• Implementing the designed interventions</li> <li>• Identifying and monitoring the issues in implementation of the interventions</li> </ul>
Module 5: Evaluating, Feedback and Re-planning.	<ul style="list-style-type: none"> <li>• Evaluating the issues in implementation of the interventions</li> <li>• Conducting research if needed to overcome the issues in implementation phase</li> <li>• Incorporating Feedback</li> <li>• Re-planning and re-designing the interventions.</li> </ul>

## Pedagogy

The pedagogy for this training programme includes classroom learning supplemented with case studies and field visits (based on the requirements). The participants will be encouraged to evaluate any current programme being implemented by their organization using the application of the Social Marketing Framework.

### Who Will Benefit?

Middle-level managers in various organizations who are responsible for designing and implementing various development interventions involving behavioral change.

### Duration

The programme sessions are designed to deliver the content of the programme effectively over a five-day period.

### Programme Dates

The dates for the CEP are Mar 06-10, 2023.

### Programme Fee

The programme fee is Rs. 20,000 per participant which includes expenses towards tuition, academic material fee, lunch and refreshment and site visits (wherever applicable). Accommodation charges are extra on actual basis which will be arranged as per the needs of the participants.

### Faculty for the Program

1. Prof. Geetika Varshneya (Programme Coordinator)  
(<https://dmi.ac.in/about-faculty/4/Geetika>)
2. Dr Shashi Bala Rai (Joint Programme Coordinator)  
Fellow, IRMA  
Founder, DevComm Consulting

## Contact Details

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