**Psychology Applied to Social Marketing**

## Prof. Guendalina Graffigna; Prof. Maria Rosaria Savarese

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

*Knowledge and understanding*

The course aims to provide the basic theoretical knowledge and application skills to design and evaluate a social marketing campaign, guided by psychological models of behavioural change.

Specifically, at the end of the course, students are expected to have acquired:

- critical and in-depth knowledge on the characteristics and recent developments of marketing and social communication;

- knowledge and competences related to the processes of applying the concepts of psychology to social marketing campaigns, with particular attention to the marketing of health and well-being, and to the marketing of social responsibility and environmental sustainability;

- knowledge about the tools and methods for the psycho-social planning and evaluation of social marketing campaigns;

- knowledge about the design and evaluation methodologies of social and environmental marketing initiatives within the context of the *Corporate Social Responsibility* paradigm.

*Ability to apply knowledge and understanding*

At the end of the course, students will know and be able to describe the main paradigms and methods of psychology applied to social marketing.

Furthermore, at the end of the course, students will be able to choose and orient themselves among the different technical-methodological approaches of psychology to social marketing, in order to meet the requests of a client and/or a real application context.

Finally, thanks to the lectures and practical activities, students will be able to apply their acquired knowledge to the design of psychological communication and social marketing initiatives aimed at promoting well-being and health, social responsibility and environmental sustainability.

***COURSE CONTENT***

The course is divided into three teaching modules

*1. Designing a Social Marketing Campaign Module*

1.1 Introduction to social marketing: topics, problems, purposes

1.2 Social marketing and commercial marketing: differences and areas of continuity

1.3 Psychology and social marketing: synergies and approaches

1.4 Designing a social marketing campaign: phases, moments and tools

*2. Models of Behavioural Change, Consumer Health and Health Communication Module*

2.1 The behavioural models of behavioural change: historical excursus and articulation of the main differences and areas of application

2.2 The socio-cognitive models of behavioural change and their application to social marketing campaigns

2.3 The *Health Belief Model*: theoretical characteristics of the model and its application to social marketing campaigns

2.4 The Reasoned Action model: theoretical characteristics of the model and its application to social marketing campaigns

2.5 *Fear Arousal Theory*: main theoretical models and areas of application in the field of social marketing

2.6 The *Transtheoretical Model of Change* and its application to social marketing

2.7 *Narrative Approaches* to social communication and consumer education: theoretical characteristics and applications to social marketing

*3. Patient Engagement Module*

3.1 Patient participation and engagement: contexts and principles

3.2 The patient health engagement model

3.3 Applications of the patient engagement model in health promotion and chronic disease management

***READING LIST***

G. Graffigna, *Guidelines del corso*

G. Graffigna-S. Barello, *Engagement: un nuovo modello di partecipazione in sanità*. 2018. Pensiero Scientifico Editore

G. Graffigna, *Esitanti: quello che la pandemia ci ha insegnato sulla psicologia della prevenzione*. 2021

G. Fattori, *Manuale di marketing sociale per la salute e per l'ambiente. Non solo saponette*. Cultura e Salute Editore Perugia, 2020

***TEACHING METHOD***

Lectures, presentation-discussion of case studies, interventions by external experts.

The course will also include the execution of a concrete social marketing project for a real client carried out in working groups.

***ASSESSMENT METHOD AND CRITERIA***

The assessment method will be divided into two phases:

* GROUP PAPER:
  + Initially, the social marketing project carried out in small working groups following a briefing from a real company will be assessed.
  + The project will be partly carried out in the classroom under the lecturers' supervision and partly remotely.
  + The project will be presented and discussed in the classroom at the end of the course, in the presence of the lecturers and the client company.
  + The project will then be assessed by the lecturers on the basis of the following criteria: 1) ACCURACY: completeness of the document, presentation clarity, consistency with the client's briefing, consistency with the theoretical-disciplinary contents of the course; 2) CREATIVITY: originality of the work, disruptive insight, ability of the idea to solve the problem and stand out in the competitive scenario; 3) FEASIBILITY: feasibility of the idea given the type of client and the pragmatic constraints of the current framework.
  + An indicative (group) qualitative assessment will be attributed to the work, which will then be refined and specified in the subsequent individual phase of the examination as described below.
* INDIVIDUAL ORAL EXAM: the social marketing project carried out during the course will be discussed during the oral exam, together with the course guidelines and reading list.

With regard to the final assessment, the indicative mark given to the group project will carry 50% weight in the overall assessment. The oral interview will carry the remaining 50% weight, and an overall assessment will be made taking into account both marks and recognising the student's critical and presentation competence.

The final mark, expressed out of thirty, will assess the above knowledge and skills according to the following ranges: - incomplete or insufficient knowledge and skills: below 18; - adequate but not very thorough knowledge and skills, with limited applications to planning in practice: 18-22; - good knowledge and skills, adequately articulated and sufficiently applied to planning in practice: 23-26; - excellent knowledge and skills, well-articulated and solidly applied to planning in practice: 27-30.

***NOTES AND PREREQUISITES***

A basic knowledge of marketing management and consumer psychology are preferential prerequisites for the course.

Should the current Covid-19 health emergency not allow face-to-face teaching, remote teaching will be carried out following procedures that will be communicated in good time to students.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.