

# Leverage Social Marketing for Sustainable Practice



## Workshop overview

This course provides a clear, practical introduction to social marketing and how it can be used to drive positive behavioural change. It addresses common misconceptions—particularly the confusion between social marketing and social media—by demonstrating how marketing principles can be applied to create meaningful social and environmental outcomes.

With a focus on sustainable tourism, participants will explore how social marketing can encourage responsible travel behaviours, support local communities, and protect natural and cultural environments. Through real-world examples and applied learning, participants will gain practical skills to design effective behaviour change initiatives that create lasting value for individuals, communities, and ecosystems.

## Why attend this workshop?

**By the end of this workshop, you'll be able to:**

- Apply the core principles of social marketing to behaviour change programs
- Identify and prioritise target audiences for more effective strategies
- Use behavioural insights to design interventions that create mutual value
- Develop practical solutions to support responsible and sustainable tourism
- Design social marketing initiatives that are strategic, ethical, and impactful

## What is included in workshop?

- Introduction to the core principles of social marketing
- Understanding the difference between social marketing and social media
- How to identify and segment target audiences
- Conducting research to uncover behavioural insights, motivations, and barriers
- Applying social marketing frameworks to real-world sustainable tourism challenges
- Designing behaviour change initiatives using a structured, evidence-based approach

## Meet your facilitator - Dr Jess Harris

Dr Jess Harris is a Darkinjung woman who uses social marketing and behavioural science to change eating practices, conservation, and Indigenous health. Her current work focuses on the design, implementation and evaluation of behaviour change programs that focus on improving people and the planet through theory development.



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