

SOCIAL MARKETING MASTERCLASS

Introductory

Friday 18 May 2018

Think more like a marketer

Commercial marketing is centered on the consumer and is focused on delivering a competitive value offering that is superior in some way to the competition. Marketers seek to understand their target audience and their competitors before creating an offering to meet the target market's needs and wants.

Working with all stakeholders, social marketers understand what moves and motivates people and delivers programs that "play to win".

In 2002 Alan Andreasen outlined 6 key social marketing benchmarks stating that when 1 or more are used it is social marketing. Fast forward to 2018 and we know that change is more likely when more social marketing benchmarks are used.

This workshop introduces you to the commercial marketing mindset delivering you the tools you need to compete against commercial marketers.

If you want to reduce a problem behaviour, then you need to play the game to win!



**PLACES
ARE
LIMITED**

Details

Date: Friday 18 May 2018

Location: Griffith University,
South Bank campus
Building S06, Room 2.02 (Ship Inn)

Price: \$499 + GST

Catering: Full day catering included

Queries: Email socialmarketing@griffith.edu.au

Register: events/griffith.edu.au/social-marketing-masterclass

Program

Time	Topic
9.00 am - 10.30 am	Delivering behaviour change
10.30 am - 10.45 am	Morning tea
10.45 am - 12.15 pm	Ensuring a competitive mindset
12.15 pm - 1.15 pm	Lunch
1.15 pm - 2.45 pm	The role of segmentation to guide program build
2.45 pm - 3.00 pm	Mini break
3.00 pm - 4.30 pm	Co-creating behaviour change

'It has been engaging throughout and extremely worthwhile. I can adapt the information easily into my current projects.'

**Social Marketing
Masterclass participant**
13 October 2017



Professor Sharyn Rundle-Thiele

Professor Sharyn Rundle-Thiele is Director, Social Marketing @ Griffith and Editor-in-Chief, Journal of Social Marketing.

Drawing on her commercial marketing background Sharyn's research focuses on applying marketing tools and techniques to change behaviour for the better. She is currently working on projects delivering changes to the environment, people's health and for the greater social good.

Sharyn's research is published in more than 120 books, book chapters and journal papers. Research partners in 2018 include Defence Science and Technology Organisation, Australian Defence Force, Queensland Catholic Education Commission, Redland City Council and more.



Dr Timo Dietrich

Dr Timo Dietrich holds a joint position with Griffith University and The University of Queensland as a Lecturer and Postdoctoral Research Fellow respectively.

Timo is an expert in digital and social marketing and applies both to deliver effective behaviour change programs. He has published in 50 peer-reviewed books, journal papers, and conference papers.

Timo is an avant-garde social marketing technophile who uses a suite of behavioural theories to engage and move consumers along the conversion funnel. He works with a diverse range of industry partners and clients from the finance, technology, and health sector.

Contact Us

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