Social Marketing Resources

Social Marketing List Serve
To subscribe to the Social Marketing Institute ListServe, go to listproc@listproc.georgetown.edu through email and type subscribe soc-mktg <your name> in the message body (i.e., subscribe soc-mktg John Smith). Also, visit the Social Marketing Institute website for more instructions

International Social Marketing Association (iSMa): http://i-socialmarketing.org/

Social Marketing

On Social Marketing and Social Change
socialmarketing.blogs.com/about.html

Social Marketing Institute
http://www.social-marketing.org/aboutus.html

Tools of Change
http://www.toolsofchange.com/

Centers

Florida Prevention Research Center
http://health.usf.edu/nocms/publichealth/prc/

UK National Social Marketing Center

Institute for Social Marketing
www.ism.stir.ac.uk/

Social Marketing Institute
http://www.social-marketing.org

National Center for Health Marketing
www.cdc.gov/healthmarketing/

Journals

Social Marketing Quarterly
http://www.socialmarketingquarterly.com/
Conference Opportunities

Pre-Conference Social Marketing Workshop
June 13 & 14, 2012 Clearwater, FL
http://www.cme.hsc.usf.edu

Social Marketing in Public Health Annual Conference
June 15 & 16, 2012 Clearwater Beach, FL
http://www.cme.hsc.usf.edu

Social Marketing in Public Health Field School
Five day courses offered each January and June
http://www.cme.hsc.usf.edu

National Conference on Health Communication, Marketing, and Media 2011
August 9-11, 2011 Atlanta, GA
http://www.cdc.gov/NCHCMM/

Graduate Certificate

Graduate Certificate in Social Marketing and Public Health
Go to: http://www.outreach.usf.edu/gradcerts/

Consultation

Center for Social Marketing at the College of Public Health
13201 Bruce B Downs Blvd MDC 56
Tampa, FL 33612

Florida Prevention Research Center
13201 Bruce B Downs Blvd MDC 56
Tampa, FL 33612
http://health.usf.edu/nocms/publichealth/prc/
813-974-6686 or 813 - 983-3216