



Certificate of Achievement

Kathryn Wiest

has completed the following course:

SOCIAL CHANGE: HOW CAN MARKETING HELP?
GRIFFITH UNIVERSITY

This online course explored how marketing can be applied to work with communities to effect positive behavioural change.

2 weeks, 3 hours per week



Sharyn Rundle-Thiele
Director Social Marketing@Griffith
Griffith University



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit futurelearn.com/proof-of-learning/certificate-of-achievement.

This certificate represents proof of learning. It is not a formal qualification, degree, or part of a degree.



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STUDY REQUIREMENT

2 weeks, 3 hours per week

LEARNING OUTCOMES

- Explain how to co-create a program with your target audience
- Improve engagement with your target audience
- Develop an outline for a social marketing program

SYLLABUS

- Why isn't education and policy sufficient for change?
- How to use social marketing to deliver change for the better?
- How do I co-create a program that changes behaviour?
- How to design a program that meets target audience needs and wants
- How can I engage people to change?