



Social Marketing Overview Course Test

Thank you for taking the "Social Marketing Overview" course. Part of the requirements is that you take a test and complete an evaluation of the course. Please answer the questions on the following pages. There are 10 questions and to receive the certificate you must pass with at least 70% (≥ 7) correct (multiple choice correct responses get partial credit). If you have questions please contact Jim Grizzell at jim@healthedpartners.org.

Scoring and Submitting Answers

Your total score is calculated as you answer questions and is shown on the 5th page. Instructions for submitting your answers are on that page also.

Contact and Certification/License Information

Please provide contact information. **First and last names** and **email address** are required. These, at least, are needed for your certificate and emailing it to you.

First Name:* _____
Last Name:* _____
Address: _____
Address 2: _____
City/Town: _____
State: _____
ZIP Code: _____
Country: _____
Email Address:* _____
Phone Number: _____

Provide the name or names of your certification, registration or, license name and number. This will be used on your certificate of passing the course. Example: CHES 19198

Certification, registration or, license name and number: _____
Certification, registration or, license name and number: _____
Certification, registration or, license name and number: _____

Test Questions

1. Social marketing is the use of marketing principles to influence human behavior in order to improve health or benefit society.

True . False .

2. Common elements of commercial and social marketing are (mark all that apply):

- . A. Know your audience and put them in the center of every decision you make.
- . B. It's about action. Be clear in what you want your audience to do.
- . C. There must an exchange.
- . D. Competition always exists. Your audience can always choose to do something else.



3. This “P” is the desired behavior you are asking your audience to do, and the associated benefits, tangible objects, and/or services that support behavior change.

- . A. Product
- . B. Price
- . C. Place
- . D. Promotion

4. This “P” comprises the communication messages, materials, channels, and activities that will effectively reach your audience

- . A. Product
- . B. Price
- . C. Place
- . D. Promotion

5. Social marketing is only advertising, slogans, reaching everyone with a media blitz and a quick process.

True . False .

6. The six phases of social marketing include (mark all that apply)

- . A. Needs assessment
- . B. Market research
- . C. Market strategy
- . D. Planning the intervention
- . E. Planning program monitoring and evaluation
- . F. Implementing the intervention and evaluation

7. According to the Healthy People 2020 Action model the determinants of health are (mark all that apply):

- . A. Age, sex, ethnicity
- . B. Individual behaviors
- . C. Social, family and community networks
- . D. Living and working conditions
- . E. Broad social, economic, cultural, health, and environmental conditions and policies.

8. As a manager you could help your staff or consultant describe the problem by confirming the problem description and rationale fit your department’s current priorities.

True . False .



9. The Road Crew social marketing program is estimated have reduced alcohol-related car crashes by 17% and saved \$610,000 in alcohol-related car crash costs.

True . False .

10. A social marketing consultant's function of managing a social marketing program can include (mark all that apply):

- . A. Plan marketing initiative
- . B. Review relevant data about the problem or issue
- . C. Segment audiences
- . D. Evaluate outcome and impact

If you identified, asked and got colleagues to study or read at least one of the course documents please verify each below so certificates can be made for them.

Name	Title or Relationship to You	Email Address

Overall Evaluation: Please evaluate this distance learning / self-study course.

	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Overall, I would rate this learning activity positively					
The learning activity effectively targeted my needs					
The activity was appropriate for my knowledge/skill level					
The format (e.g., readings, audio) of the course was effective					
Diversity issues could be addresses appropriately addressed with course content.					
The activity met my expectations					
Learning the content will positively impact how I work.					
I would recommend this activity to a colleague					

Please continue to next page



How well did the course meet the following learning objectives?

	Extremely well met	Very well met	Adequately met	Not very well met	Not at all met
Explain key terms, definitions and concepts of social marketing					
Describe how a manager can help staff use the social marketing process					
Describe uses of upstream social marketing					

Will you change the way you practice as a result of the course?

Yes . No .

If yes, please describe how you might do your work differently.

Please give comments and suggestions to improve the course.

Please go to next page for your score and instructions for submitting test responses.



Thank you for completing the test.

Here is your total score (you can return to the questions and change answers):

Be sure to save this file with answers to your computer. **Now** you will need to **submit** your answers to get credit for successfully passing the course. The Submit button is in the upper corner of the window in which the form is open.

“SUBMIT” INSTRUCTIONS – It depends on your email program. If you use Microsoft Outlook as your email program the form data should be sent automatically when you click the “Submit” button. If, however, you use another email program such as gmail or yahoo you would have to save the pdf form to your computer then attach it to an email to ce@healthedpartners.org. Here is a dialogue box to look for immediately after clicking the submit button that should be in the upper right corner of the window where the test is open.



If you have any questions or would like to provide comments please send them or call me using the contact information below. Feel free to ask questions or get additional help from me.

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Correct answers are on the next page.



Correct Answers

1. True
2. All are correct. Each worth 0.25 points
3. Product
4. Promotion
5. False
6. B through F responses are correct. Each is correct response is worth 0.2 points. A incorrect responses are worth -0.2 points
7. All are correct. Each is worth 0.2 points
8. True
9. True
10. All are correct. Each is worth 0.25 points