

Proposal for a workshop to develop teaching modules on social marketing/public education for development

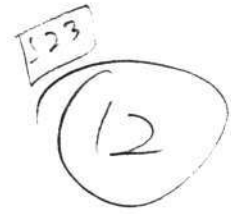
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**Proposal For A Workshop To Develop Teaching Modules
On Social Marketing/Public Education For Development**

PROPOSAL FOR A WORKSHOP
TO DEVELOP TEACHING MODULES ON
SOCIAL MARKETING/PUBLIC EDUCATION FOR DEVELOPMENT



I. BACKGROUND AND RATIONALE

The Asian Mass Communication Research and Information Centre (AMIC) was formally established in 1971 as a non-profit organization under the sponsorship of the Government of Singapore and the Friedrich-Ebert-Stiftung, an independent foundation in the Federal Republic of Germany. Although it began as one of several mass communication documentation centres around the world, AMIC has since expanded the scope of its activities to include publications, research, training and consultancy services.

AMIC conducts training programmes, seminars and workshops throughout the region for the benefit of media professionals, communication planners and policy-makers. Besides dealing with basic issues in mass communication, AMIC also focuses on the application of communications in various spheres of activity. To this end, AMIC has organised a number of workshops on communications for development, consumerism, public understanding of science, food and agricultural reporting, etc. The underlying philosophy is that communication is a discipline that can be put to good use for the benefit of Asia's millions.

This proposed Workshop to Develop Teaching Modules on Social Marketing/Public Education is a continuation of this tradition and an affirmation of AMIC's philosophy of result-oriented communications.

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Two seminars on Social Marketing have already been held under AMIC auspices: an Asian seminar in Indonesia and an Asean seminar in Kuala Lumpur. Both seminars emphasized the urgent need to facilitate social change, and to do so by accepting and utilizing the techniques of marketing. The Indonesia seminar specifically recommended the integration of the subject "Social Marketing for Development" into an existing academic programme, whether Communications, Business Administration, or Development Economics. Similarly, the Kuala Lumpur seminar recommended the development of a curriculum useful both for practitioners in government and in the private sector and for students of marketing and communications. Both teaching materials incorporating texts and cases based on actual experience in different countries in Asia and from different disciplines.

On June 17-18, 1985, an AMIC Planning Group Meeting was held in Singapore to review the status of and prospects for social marketing along integrated into academic programmes and/or training schemes. Six social marketing experts from India, Indonesia, Philippines and AMIC recommended the development of teaching modules, and proceeded to draft outlines and define specific parameters of two teaching modules: Module I: Elements of Social Marketing; Module II: Case Studies (including health, nutrition, family planning, agriculture, development of national values, industry and commerce, and other programmes for social and economic development).

This proposed workshop is precisely in answer to the recommendations of the two seminars and the planning group meeting, as well as to articulated needs of development programme policy-makers and administrators for a helpful guide on how to more efficiently and effectively market their programmes. The workshop is designed to ensure that materials so far generated from the two previous seminars are supplemented,

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organised, and packaged so that they are useful to both practitioners and students of development programmes and marketing communications.

It is understood that certain sectors or even academic disciplines may not find the title "Social Marketing" acceptable to their specific fields. The phrase "Public Education" may be an appropriate and culturally acceptable substitute. Thus, academic programmes in business administration or development economics may want to adopt "Social Marketing" while those in Communication, Health and Education or Social Welfare may opt for "Public Education".

II. OBJECTIVES

At the end of the workshop, the participants must have:

1. studied closely principles of social marketing and its applicability to economic and social development in Asia;
2. examined the various elements of social marketing in the Philippine context;
3. broadened the participants' approach to social marketing, taking into consideration the experience in various Asian countries;
4. developed and tested teaching modules on social marketing, including selected Asian case studies;
5. identified how such teaching modules can be incorporated into the communications and marketing curricula; and
6. drafted prototype syllabi on social marketing which are flexible enough for adaptation in varying Asian contexts.

III. PARTICIPANTS

There will be a total of 20 Filipino participants. They will consist of media specialists, subject experts, educators, advertisers and marketing personnel. The participants will be later divided into small groups consisting of a media specialist, marketing and advertising specialist, subject expert and an educator.

Speakers will be drawn chiefly from the marketing and communication-related disciplines in the Philippines, though. additional resource persons from the Asean and outside will be made available.

IV. DATE AND LOCATION OF THE WORKSHOP

There are two possible venues for the workshop. One is the University of the Philippines in Los Banos, Laguna. It has many development centres within and nearby - like the International Rice Research Institute and the Philippine Council for Agricultural Resources Research - which can be sources of information for the social marketing modules.

An alternative venue is the Population Center Foundation (PCF) in Makati, Metro Manila. PCF is a local pioneer in the social marketing of family planning and community health programmes and maintains a well-stacked library and computerized data bank with holdings on social marketing texts and cases.

It is proposed that the workshop be held for two weeks in the ~~first~~^{second} quarter of 1987.

V. DESCRIPTION OF THE WORKSHOP

The workshop will consist of a critical assessment of Module I: An Overview of Social Marketing, the formulation of Module II and pre-testing of the modules. Module I will be prepared under the direction of AMIC, prior to the workshop.

Supplementary lectures, to be delivered by Filipino and other Asean experts, will cover such areas as: the use of media to "market" environment, nutrition, family planning and health and other related development programmes. These lectures will be supplemented with discussions of social marketing efforts in ASEAN countries like Indonesia and Singapore.

Aside from the lectures, the participants will be given briefings on the situation in the Philippines with regard to the environment, family planning, nutrition, health, agriculture and economic development. A briefing on the general curricular structure of Philippine communication and business/economics school will be given.

This is to prepare the participants for writing and teaching modules focused on social marketing cases and developing prototype syllabi. Later in the week, the participants will spend a few days in research, discussion and writing of the teaching modules. This will include review and modification of at least four case studies covering social marketing of nutrition, health, population, agriculture and other development programmes. These case studies will be researched on and developed by contracted parties prior to the workshop. The educators in the group are supposed to provide the necessary guidance to ensure that the modules conform to existing academic standards.

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After the modules are finished, they will be pre-tested among students at the University of the Philippines and nearby educational institutions. After the tests, the participants are expected to spend time polishing and revising the modules - depending on the results of the tests.

In addition, the participants are expected to draw up prototype syllabi with provisions for variations to suit local needs in other ASEAN countries that may wish to use the modules. The syllabi will be geared to various subject-courses that can potentially integrate social marketing in their curricular.

VI. UTILIZATION OF OUTPUTS

The modules developed and polished during the workshops are intended to be prototypes for adoption by Philippine schools. However, other ASEAN/ASIAN schools will be encouraged to utilize the modules. They may replicate, with some modifications according to cultural differences, Module I. They may also adopt the cases in Module II, adapt them, or just use them as models for developing their own module of cases based on local experience.

VII. BUDGET

The Workshop to Develop Teaching Modules on Social Marketing for Development is estimated to cost S\$26,868-00 for 20 persons for two weeks.

The unit cost is S\$1,340-00.

PROPOSAL FOR A WORKSHOP
TO DEVELOP TEACHING MODULES ON SOCIAL MARKETING FOR DEVELOPMENT

——— 1987, ~~Manila~~, Philippines

Annex I: Proposed Schedule

DAY ONE

MORNING

Inaugural

Keynote Lecture: An Overview of Social Marketing/
Public Education

AFTERNOON

Social Marketing: The Indonesian Experience

Public Education: The Singaporean Experience

DAY TWO

MORNING

The State of Health of Filipinos

Food and Nutrition in the Philippines

AFTERNOON

The Philippine Environment

Family Planning in the Philippines

Agriculture and Economic Development in the Philippines

DAY THREE

MORNING

The Place of Teaching Modules in the
Curricula of Philippine Schools

Some Approaches to the Development of
Teaching Modules

AFTERNOON

Workshop: Assessment of Module I: Elements of Social
Marketing

Annex I: Proposed Schedule

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DAY FOUR TO SIX

Continuation of Workshop; Review of Module II:
Case Studies in Social Marketing

DAY SEVEN

Free Day

DAY EIGHT

Pre-testing of Teaching Modules

DAY NINE TO TWELVE

Revising and Polishing of Modules

Closing

A WORKSHOP TO DEVELOP TEACHING MODULES ON

SOCIAL MARKETING/PUBLIC EDUCATION FOR DEVELOPMENT

BAGUIO CITY, PHILIPPINES MAY 18-26, 1987

✓ | Background Note

Asian Mass Communication Research and Information Centre (AMIC)

A WORKSHOP TO DEVELOP TEACHING MODULES ON SOCIAL MARKETING/PUBLIC EDUCATION FOR DEVELOPMENT

I INTRODUCTION

Two seminars on social marketing have already been held under AMIC auspices: an Asian seminar in Indonesia and an Asean seminar in Kuala Lumpur. Both seminars emphasised the urgent need to facilitate social change, and to do so by accepting and utilising the techniques of marketing. The Indonesian seminar specifically recommended the integration of the subject "Social Marketing for Development" into an existing academic programme, whether Communications, Business Administration or Development Economics. Similarly, the Kuala Lumpur seminar recommended the development of a curriculum useful both for practitioners in government and in the private sector and for students of marketing and communications. Both seminars recommended the development of teaching materials incorporating texts and cases based on actual experience in different countries in Asia and from different disciplines.

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The proposed Workshop is precisely in answer to the recommendations of the two seminars and the planning group meeting, as well as to the articulated needs of development programme policy-makers and administrators for a helpful guide on how to more efficiently and effectively market their programmes. The Workshop is designed to ensure that materials so far generated from the two previous seminars are supplemented, organised and packaged so that they are useful to both practitioners and students of development programmes and marketing communications.

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Speakers will be drawn chiefly from the marketing and communication-related disciplines in the Philippines, though additional resource persons from the Asean and outside will be made available.

IV DATE AND LOCATION OF THE WORKSHOP

The venue for the Workshop will be the Baguio Country Club in Baguio City. The co-sponsoring institutions are the College of Arts & Sciences, University of the Philippines, the Philippines Information Agency and the Philippines Business for Social Progress.

It is proposed that the Workshop be held from 18 - 26 May 1987. After the inauguration in Manila on May 18, the seminar will move to Baguio City.

V DESCRIPTION OF THE WORKSHOP

The Workshop will consist of an introduction to the concept and practice of social marketing integrated via Module I: Elements of Social Marketing; the formulation of Module II: Case Studies, and pretesting of the modules. Module I will be prepared under the direction of AMIC, prior to the Workshop.

VI UTILIZATION OF OUTPUT

The modules developed and polished during the workshops are intended to be prototypes for adoption by Philippine schools. However, other Asean/Asian schools will be encouraged to utilise the modules. They may replicate, with some modifications according to cultural differences, Module I. They may also adopt the cases in Module II, adapt them, or just use them as modules for developing their own module of cases based on local experience.