



Social Norms Marketing Training
May 20-21, 2008
 Scarritt-Bennett Center, Nashville, Tennessee

May 20, 2008

May 21, 2008

9:30 a.m.	Registration	7:30 a.m.	Breakfast (<i>Dining Hall</i>)
10:00 a.m.	Day One Training Begins	8:00 a.m.	Day Two Training Begins
12:00 p.m.	Lunch (<i>Dining Hall</i>)	10:00 a.m.	Morning Break
1:00 p.m.	Training Resumes	10:15 a.m.	Training Resumes
2:30 p.m.	Afternoon Break	12:00 p.m.	Lunch (<i>Dining Hall</i>)
2:45 p.m.	Training Resumes	1:00 p.m.	Training Resumes
5:00 p.m.	Day One Training Concludes	3:00 p.m.	Day Two Training Concludes
5:30 p.m.	Dinner (<i>Dining Hall</i>)		

Training Content Includes:

1. Basics of social norms marketing and theory-supporting model
2. Applications of model
3. Strategies used by campuses
4. Detailed examples of applying social norms in the following areas/methods:
 - a. Media campaigns
 - b. Curriculum infusion
 - c. Peer-Educator/Resident Assistant Training
5. Understanding the campus context as it relates to social norms marketing
6. Advantages and disadvantages of using CORE survey data to drive messages
7. How to use CORE survey data to inform messages
8. Assessment strategies for measuring effectiveness