MPH Social Marketing

Important Catalog Information
Due to the planned consolidation during the summer of 2020, of the University of South Florida, the University of South Florida St. Petersburg, and the University of South Florida Sarasota-Manatee, into a single university with a fully aligned and integrated curriculum and a single set of academic policies and procedures, any undergraduate or graduate student who matriculates at one of the three USF institutions on or after May 18, 2020, will adhere to the curricula, policies, and procedures described in the 2020-21 USF undergraduate or graduate catalog, respectively.

Concentration: Social Marketing (Code: SOM)
Delivery: Online

Social Marketing integrates marketing concepts with other public health approaches to design products, promote policies, and influence behaviors for the greater social good. This MPH concentration equips students with the public health and social marketing skills needed to tackle complex health problems by applying marketing principles and social change tools to design, implement, and evaluate behavioral interventions and policy changes. The curriculum gives training in marketing and social change theoretical models, formative research skills, program management skills, program evaluation techniques, and ethical principles that guide social marketers. The concentration may be completely exclusively online or as a blend of courses offered on the Tampa campus and online.

Master’s Progression Policy
Review the progression policy for the MPH, MHA and MSPH.

Program of Study
If you have questions on your program, please contact your Academic Advisor.

If you are a current student, you may access your Degree Works planner (you may also access Degree Works from my.usf.edu or OASIS. You may view your current progress in Archivum at usf.appiancloud.com/. (See Archivum instructions.)

If you are not a current student, or want to view program requirements from a different catalog year please use these sources:

- 2020/21 USF catalog MPH planner or COPH catalog section
- 2019/20 USF catalog MPH planner or COPH catalog section
- Any prior year please view the USF Graduate Catalog Archives

There may be circumstances in which a student may need to change their catalog year. This must be initiated through a discussion with your academic advisor. Details regarding USF policy on changing catalog year can be found at https://catalog.usf.edu/content.php?catoid=12&navoid=1375#students-major-degree-requirements.

Current Competencies (beginning fall 2017)
MPH Competencies
Social Marketing Competencies

2011 - 2016 Competencies
- Track the Fulfillment of Your Competencies: Your COPH Competencies Database Record
- MPH Competencies
- Social Marketing Competencies

Graduate Advising
Please refer to the full list of graduate advisors available on the MPH Graduate Advising page.

Please send feedback on the MPH Guidebook.