



SMANA is proud to promote the learning opportunities of our academic partner, the [Florida Prevention Research Center](#) at the University of South Florida. SMANA members can advance their social marketing knowledge and skills through the following USF offerings:

- [Graduate Certificate in Social Marketing](#)
The Graduate Certificate in Social Marketing is offered to graduate students and professionals who wish to develop the skills needed to develop, implement, and evaluate social marketing programs. This certificate is offered fully online.
- [Online Master of Public Health \(MPH\) in Social Marketing](#)
This MPH concentration equips students with the public health and social marketing skills needed to tackle complex health problems. It teaches marketing principles and social change tools to design, implement, and evaluate behavioral interventions and policy changes. The program may be completed exclusively online or as a blend of courses offered on the Tampa campus and online.
- [The Social Marketing Training Academy](#)
Gain social marketing expertise in short-order by joining the Social Marketing Training Academy in June 2018 at the Sheraton Sand Key Resort in Clearwater Beach, FL. This renowned Training Academy uses an entertaining mixture of live case studies and interactive group exercises to help you understand how to increase the impact of behavioral change projects. There are three offerings: Health Track (June 27-28), Environmental Track (June 27-28), and Advanced Social Marketing Track (June 28).

Many of SMANA's officers, directors, and volunteers have participated in the above offerings as students or instructors. Don't miss the opportunity to **up your social marketing game!**

