

Social Marketing Certificate Training Program 2014

There are two upcoming Social Marketing Certificate training courses provided free of charge for ECO Net members. Approximately 70 slots are available between the two offerings (35 each).

Social Marketing is a proven discipline that applies traditional marketing principles to influence public behaviors for good.

Build your capacity and skills to influence public behaviors that protect and improve Puget Sound.



Summer: July 15th and 29th from 9 - 4:30 at the Center for Urban Waters at 326 East D Street in Tacoma.

Fall: October 27th and November 13th, location TBD - likely Mukilteo.

To register for the Summer course,

please email Emily Sanford by June 30th at emily.sanford@psp.wa.gov with your:

- Name
- Mailing address
- Phone number
- The ECO Net you are a part of

The course instructor is **Nancy Lee**, UW Adjunct Faculty and co-author of "Social Marketing to Protect the Environment," "Social Marketing: Influencing Behaviors for Good," and more.

Upon successful completion of the course you will receive a completion certificate documenting contact hours and CEU's earned for the course through the KeyBank

Professional Development Center at UW

Tacoma. Transcripts are available upon request.

KeyBank
Professional
Development
Center

UNIVERSITY of
WASHINGTON | TACOMA