

**National Occupational Standards  
for  
Social Marketing**

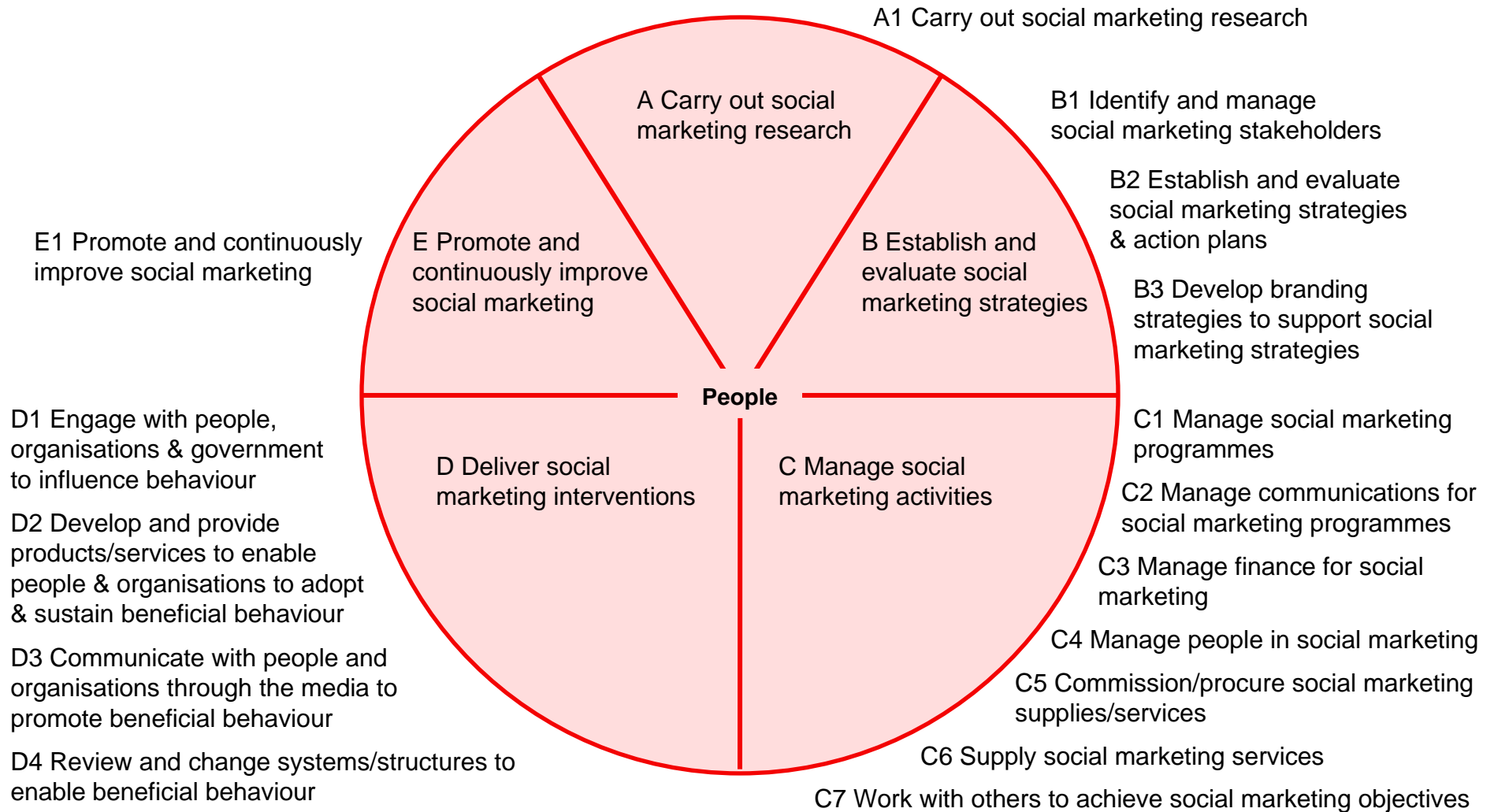
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## Key Purpose

**apply marketing alongside other concepts and techniques  
in order to influence individuals, organisations, and policy-makers  
to adopt and sustain behaviour which improves people's lives**

## Key Areas & Areas of Competence



## Key Area A: Carry out social marketing research

- A1.1 **Plan, manage and evaluate** social marketing research programmes
- A1.2 **Collect data** on the knowledge, attitudes and behaviours of target groups
- A1.3 **Develop understanding of theories and evidence** about what might influence the behaviour of target groups
- A1.4 **Analyse, interpret and synthesise** data and research findings to inform social marketing strategy
- A1.5 **Develop and define segments** within target groups
- A1.6 **Develop propositions and test their potential** to influence the behaviour of target groups

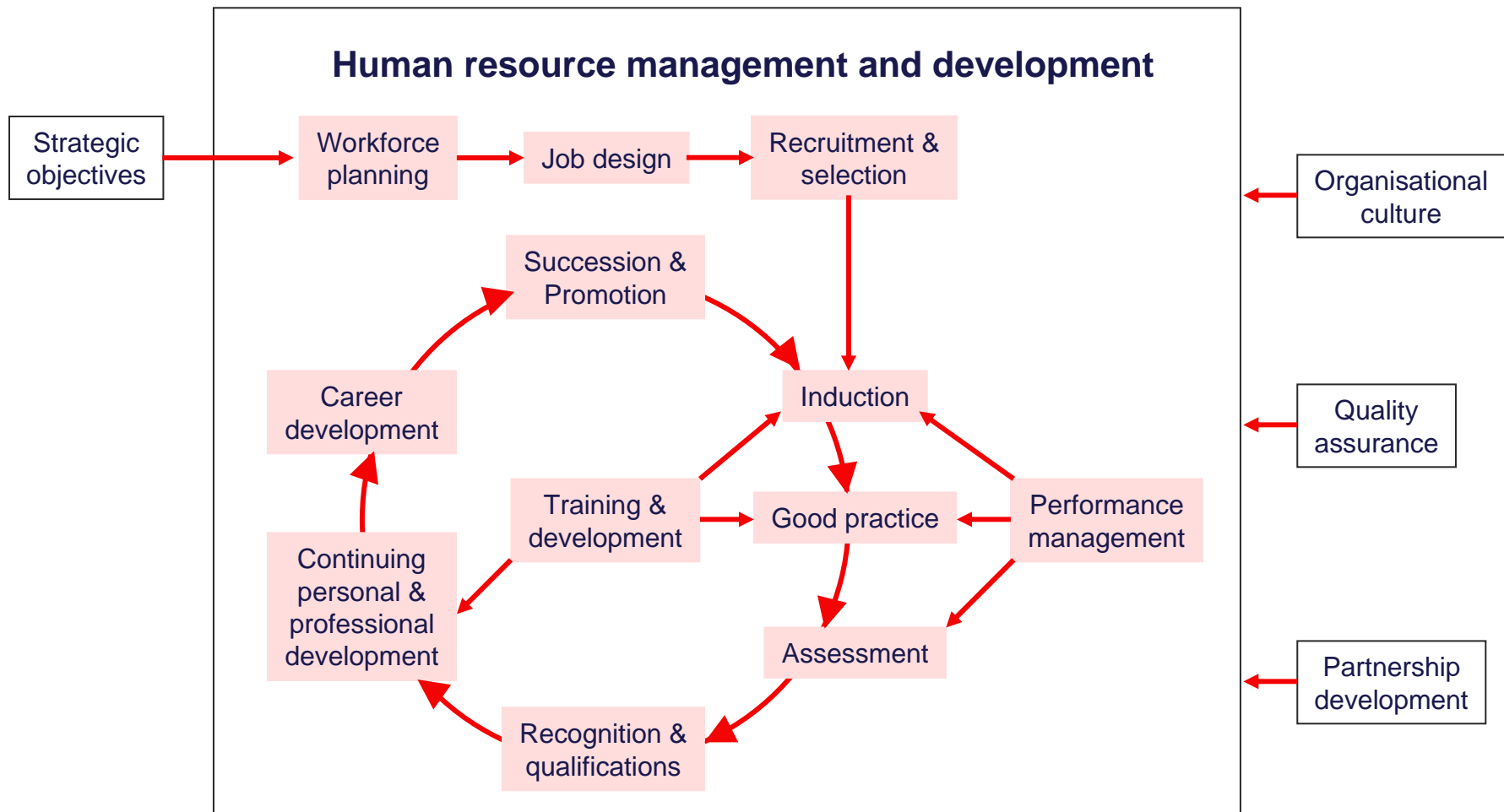
## Components of a Unit of NOS

- Title
- What this unit is about
- Who this unit is for
- How this unit fits with other units
- Performance standards
- Behaviours which underpin effective performance
- Knowledge & understanding

## Three questions

1. Does the Functional Map of Social Marketing appear complete? Can you identify any gaps?
2. Would you like to review the complete suite of Social Marketing NOS and provide feedback?
3. Can you see any potential uses for the Social Marketing NOS? How might you go about using them?

## Uses of National Occupational Standards



***Thank-you for participating!***

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