| **Social Marketing Logic Model for Insert Name of Campus or Campus/Community Coalition** | | | | |
| --- | --- | --- | --- | --- |
| **Situation Analysis** | **Goal** | **Objectives** | **Primary Activities** | **Anticipated Outcomes** |
| *Summarizes in* ***measurable terms*** *the* ***nature, scope, and magnitude of the issue*** *as well as* ***resources available*** *to address the situation* | *A general statement that describes* ***intended accomplishments*** *or a description of a* ***desired state or general condition*** | ***Measureable statements*** *that describe* ***what program staff and partners will do*** *during the identified* ***time period.*** | *Descriptions of b****road tasks or clusters of smaller tasks*** *that represent important* ***deliverables or milestones*** *toward successful implementation. May include partner and/or anticipated completion date.* | *Statements that define the* ***impact or specific intended results*** *of the program (e.g., behaviors, practices, policies, actions). Often outcomes relate to specific measures and/or community indicators.* |
| Nature, scope, & magnitude of issue         Available Resources (inputs) | Add social marketing goal statement(s) | 1. Add SMART objective | Add Activities Here | Add Anticipated Outcomes Here |
| 1. Add SMART objective |  |  |
| 1. Add SMART objective |  |  |