| **Social Marketing Logic Model for Insert Name of Campus or Campus/Community Coalition** |
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| **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 *
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Available Resources (inputs)*
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 | Add social marketing goal statement(s)  | 1. Add SMART objective
 | Add Activities Here*
*
 | Add Anticipated Outcomes Here*
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| 1. Add SMART objective
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| 1. Add SMART objective
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