

**Institute of Social & Cultural Studies  
Faculty of Behavioral & Social Sciences  
University of the Punjab, Lahore  
Course Outline**



<b>Programme</b>	BS Demography	<b>Course Code</b>	<b>DEM402</b>	<b>Credit Hours</b>	3
<b>Course Title</b>	<b>Strategic Communication in Population Science</b>				

**Course objectives:**

By the end of this course the students will be able to:

- i. define and use correctly all of the key concepts;
- ii. describe the role of health communication in health education and health promotion;
- iii. discuss some of the basic principles of health communication; and
- iv. discuss common types of communication.

**Contents:**

**1. The Role of Communication in Behavior Development and Social Change**

- Behavior Change: The Core of Development Work
- Whose Behavior Needs to Change?
- Culture and Behavior Change
- Theories of Behavior change
- Effective Behavior Change Programs

**2. Types of communication**

- Communication for Advocacy
- Communication for Social Mobilization
- Communication for Behavior Development

- Interpersonal and Participatory Development Communication

### **3. Planning Strategic Communication**

- Selecting the Target Behaviors
- Defining the Priority and Influencing Groups
- Understanding the Barriers and Motivators
- Defining Activities
- Making the Change Happen

### **4. Monitoring and Evaluation**

- Measuring Changes in Behaviors
- Results-based Monitoring and Evaluation of Communication Interventions
- Developing Indicators for Behavioral and Social Change
- Methods for Evaluating the Impact of Communication Interventions

### **Teaching-Learning Strategies:**

Teaching will be a combination of class lectures, class discussions, and group work. Short videos/films will be shown on occasion.

### **Sessional Work:**

The sessional work will be a combination of written assignments, class quizzes, presentations, and class participation/attendance.

### **Assessments and Examination:**

Sessional Work: 25 marks

Midterm Exam: 35 marks

Final Exam: 40 marks

### **Recommended Readings:**

2. Parvanta, C., Nelson, D.E., Parvanta, S. A. & Harner, R. N. (2011). Essentials of Public Health Communication. London UK: Jones & Barlett Learning.
3. United Nations Children's Fund (UNICEF). (2005). Strategic Communication- For Behaviour and Social Change in South Asia. UNICEF

4. Schmied, P. (2017). Behavior Change Toolkit for International Development Practitioners. People in Need (PIN).