Certificate Verification

✓　The certificate for the verification code *xures-fikah-karit-bigic-latoz* is valid.

OpenWHO verifies that the candidate completed the course Infodemic Management: Social marketing and message testing methods and passed the necessary exercises and exams to earn a course certificate.

Gain a **Record of Achievement** by earning at least **80%** of the maximum number of points from all graded assignments.

User Info

Issued for: **Hien Anh (Annie) Tran**

Certificate Info

Certificate type: Record of Achievement

Issued at: 2023-07-13

Result: 95.0 of 100.0 points (95.0%)

Open Badge

Course Info

Infodemic Management: Social marketing and message testing methods

Offered by: OpenWHO

Course dates: since Jul 11, 2023

Learning Goals

- Explain how the "default" settings of social marketing favour supply side and rational thinking
- Outline the important difference between product features and user experience
- Identify and tap into the power of human values to motivate behaviour change
- Produce key elements of effective messages and how to develop them
- Explain why message testing is an important phase of campaigns
- Identify pre- and post-testing plans and considerations
- Employ best practices, evaluation and adapting to different operating contexts.