


# 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.

### More information

- About Us
- Awards
- Newsletter
- Publications
- Emergencies learning flipbook
- 7th anniversary

### Help

- FAQ
- Helpdesk
- Digital badges

### About OpenWHO

OpenWHO aims to equip all frontline responders with the knowledge they need to better contain disease outbreaks and manage health emergencies. It also aims to foster discussions, feedback and sharing of expert knowledge on public health.

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