**Abstract:**

Introduction

Education is a series of activities that are already affecting the behavior of individuals in order to plan the ultimate aim is that it changes behavior. Social marketing is a new field of science that trying to use the techniques of commercial marketing achieves social goals and objectives. Because the social marketing deals directly with social and community, the main goal and its function with human, the main mission of social marketing influences human and social behaviors. Application of social marketing techniques to social marketing issues to create in individuals, motivated to do practice or behavior that is ultimately beneficial for them. Knowledge-based educational methods and lack of human resources to dominate the new methods and educational practices can be major causes of failure educational courses. In this article the social marketing comments with attention to key concepts such as exchange theory, according to the customer, according to competition, decisions based on data, marketing combination of as one of the new training methods in the education process has led to good results are investigated.

Methods: This qualitative study has been a phenomenological way. Managers from the University of Mashhad participants in training with 18 of them were targeted sampling. Beginning to collect data and review of literature well known, semi-structured interview was conducted. Data analysis was performed using content analysis.

Results: Seven theme (theme) were the main data to extracted: 1- Social Marketing intends to emphasize on behavioral objectives in education programs 2- to exact identify the audience groups in training 3- To determine the components associated with behavioral training and environmental components, including marketing combination includes product, price, place and promotion 4 – To determine important channel to transfer Educational messages and Materials audiences from the View audiences.

5- To curriculum development based on the principles and concepts of social marketing.

Conclusion: It appears that acquaintance with the social marketing as an important strategy in changing behavior and its use by teachers in training programs can transfer ideas and practices appropriate to the scientific and social values. It was effective to produce educational programs based on audience needs and desires, also increase learner's motivation to attend training programs and therefore the effectiveness of training, to be followed.

Keywords: social marketing, behavior change, training

Presentation: Poster