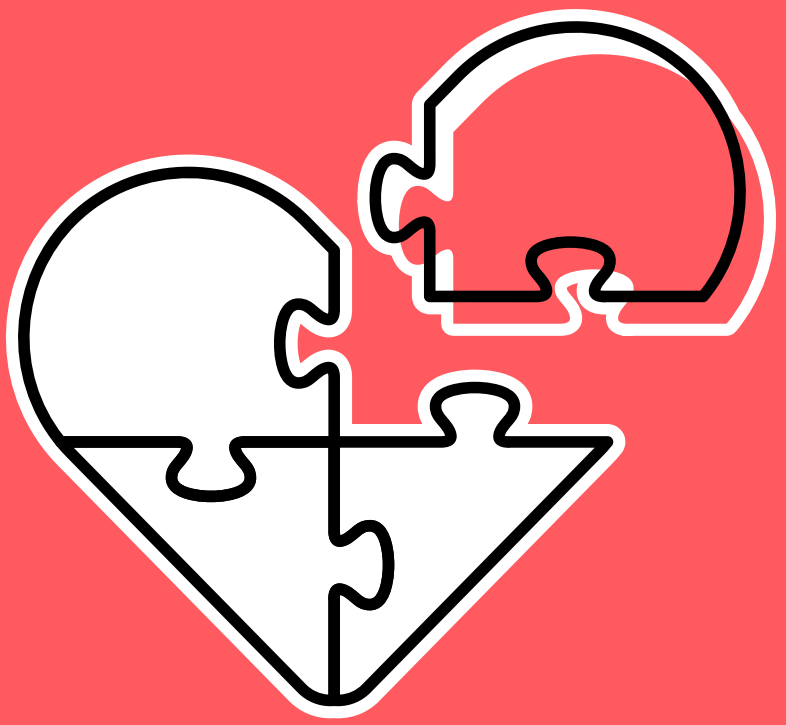
SUE | Behavioural Design Academy

Behavioural Marketing Advanced

Course Syllabus



The action-oriented sequel.
From diagnosis to interventions
that measurably shift behaviour.

12 video lessons • 4 modules • Practical Toolkit
AI Prompt Guides • Certificate

www.suebehaviouraldesign.com

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THE CHALLENGE

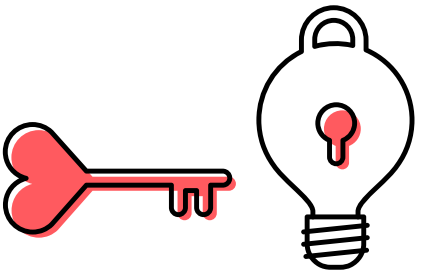
Why this course exists

You've done the diagnostic work. You understand why people don't buy, don't convert, don't come back. You can map the forces. You can name the Jobs-to-be-Done.

Now what? Diagnosis is the easy part. The hard part is walking into Monday's meeting and knowing what to actually build, test, and ship. This course gives you the full intervention toolkit — SWAC, ideation, rapid testing, and the stakeholder pitch that gets it through.

The pattern I keep seeing with marketers after Foundations: they can diagnose the problem perfectly. They just don't know what to build next. That's where this course picks up.

Recommended after Behavioural Marketing Foundations, though not required.



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WHO IS THIS FOR

Designed for experienced professionals

This course is for you if:

You're a marketing lead who can diagnose the problem and now needs to act on it.

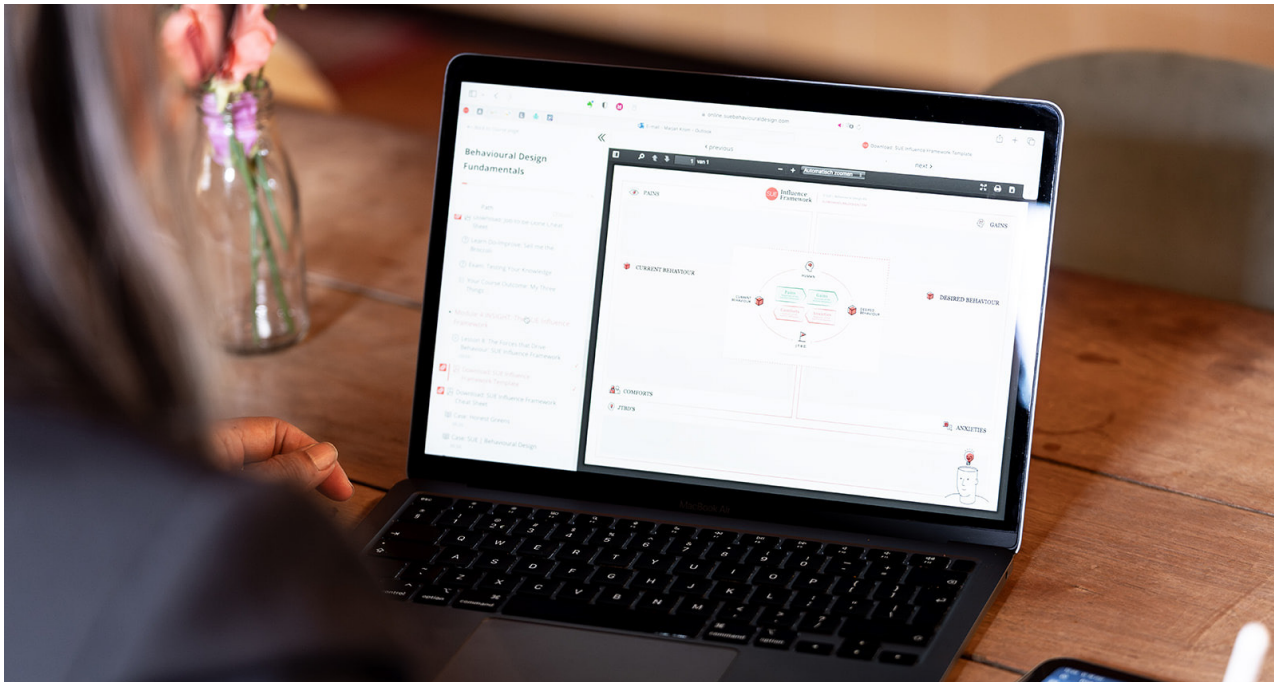
You run growth or CRO and your test backlog is full of hypotheses that won't move anything.

You've done Behavioural Marketing Foundations and you want the next level.

You pitch ideas to stakeholders and watch them get trimmed to nothing.

You want a method for ideation that produces ideas worth testing, not more lists.

No prior knowledge needed.



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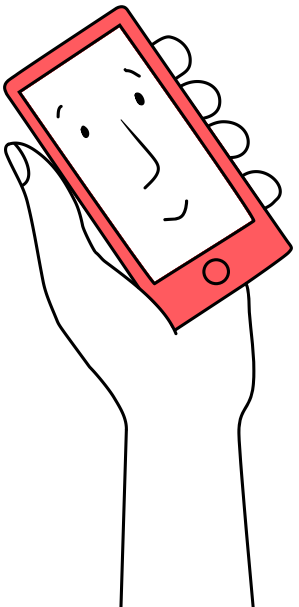
WHAT YOU WILL GAIN

By the end of the course, you'll

1. Diagnose exactly where behaviour breaks down in your funnel.
2. Design interventions that remove friction, boost motivation, and trigger action at the right moment.
3. Test ideas fast and cheap before building anything.
4. Sell your behavioural ideas to stakeholders who need convincing.
5. Separate influence from manipulation with three practical tests.
6. Run a real behavioural marketing pilot from diagnosis to implementation.



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CURRICULUM

How the course is built

Five modules. Twelve video lessons. You move from SWAC as a diagnostic to a full, testable intervention plan, with stakeholder buy-in built in.

Module 1:
2 lessons

The behavioural lens. Seeing where behaviour breaks down.

Lesson 1:

From diagnosis to action — what this course will change. The intention-action gap revisited.

Lesson 2:

The SWAC tool — four questions that change everything. Spark, Want, Can, Again as diagnostic questions.

By the end of this module, you have a diagnostic that tells you exactly where to intervene.

Module 2:
4 lessons

The four interventions. SPARK, WANT, CAN, AGAIN.

Lesson 3:

Remove friction — how to make action effortless. The Tapper's Illusion. Three methods to find hidden friction.

Lesson 4:

Boosting motivation — when they can buy but don't want it enough. The hot-cold empathy gap. Emotional vs functional motivation.

Lesson 5:

How to trigger action when it matters. The Fresh Start Effect. Four right moments. Implementation intentions.

Lesson 6:

How to design for repeat behaviour. Peak-End Rule. Identity framing. The three reasons people don't return.

After these four lessons, you can design interventions across all four SWAC elements.

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Module 3: 3 lessons | The design loop. Generate, organise, test.

Lesson 7:

Generate ideas — a five-step ideation method. Quantity first, the flip technique, AI as an ideation accelerator.

Lesson 8:

Organise your ideas — the 4C Influence Flow. Catch, Convert, Confirm, Continue. Fix the first broken hurdle.

Lesson 9:

Test before you build — how to learn fast and cheap. Nielsen's 5-user rule. Fake door tests. A clean hypothesis format.

At this point, ideation stops being a brainstorming problem and becomes a method.

Module 4: 2 lessons | Land it. Ethics, stakeholders, and the integration.

Lesson 10:

The line between influence and manipulation. Three ethical tests: autonomy, long-term value, transparency.

Lesson 11:

Get stakeholder buy-in — sell your ideas using behavioural design. Treat stakeholders like customers. A five-step pitch.

From here, you can test cheaply, stay on the right side of ethics, and get your ideas signed off.

Lesson 12:

How it all comes together. A six-step real-world project. Personal feedback. Identity shift.

You finish the course with a real pilot designed, tested, and ready to pitch.

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WHAT'S INCLUDED

Everything you get when you enrol

12 video lessons	Across 5 modules, designed for busy professionals
Learn-Do-Improve exercises	Applied to your own real-world challenge
Downloadable tools	Cheat cards, templates, exclusive card deck
10+ AI Prompt Guides	So you apply every concept with AI the same week
EQAC-accredited certificate	Shareable on LinkedIn after completion
SUE professional community	Connect with peers across industries
Personal 1-on-1 feedback	On your assignments
SUE Guru GPT	Lifetime access to your AI behavioural design mentor

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YOUR INSTRUCTOR

Astrid Groenewegen

Co-founder, SUE Amsterdam
Author, The Art of Designing Behaviour

Astrid isn't a lab researcher. She's spent 15 years working with teams that actually have to change. Everything in this course, she's used with clients first.

10,000+ trained • **#1 bestselling author** • **45+ countries**

PRACTICAL DETAILS

FORMAT	**SELF-PACED ONLINE COURSE**
START	Anytime. Immediate access after enrolment.
ACCESS	Lifetime, 24/7. Learn at your own pace.
DURATION	12 lessons, approximately 5 hours of video
LANGUAGE	English. Subtitles: NL, SV, DE, DK, FI
CERTIFICATE	EQAC accredited. Shareable on LinkedIn.
PRICE	€690 one-time payment (excl. VAT)
SUPPORT	Personal feedback + SUE Guru GPT + email

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WHY SUE

What makes this course different

Most marketing courses teach tactics. Useful. But tactics without a method produce a backlog of untested ideas. This course gives you the method, the toolkit, and the stakeholder language to ship.

- The SUE | SWAC Tool, our proprietary behavioural ideation tool, not available elsewhere.
- Built on 15 years of client work in growth, CRO, and brand marketing.
- Every module comes with AI Prompt Guides so you apply what you learn the same week.
- Personal feedback on your own marketing challenge.
- Rated 9.7/10 on Springest and 4.8/5 on Google.

Organisations we've trained include:

ABN·AMRO, achmea, randstad, SONY, UNHCR The UN Refugee Agency, acerta, adyen, amnesty international, a.s.r. de nederlandse verzekeringsmaatschappij voor alle verzekeringen, BAVARIA, Beweging 3.0, Bovemij, Centraal beheer, De Nederlandsche Bank, media dpg, ebay, Eneco, European Commission, FrieslandCampina, Gemeente Breda, Gemeente Amsterdam, Ggd Zeeland, humanitas, iglo, ING BANK, KBC Bank & Verzekering, Horeca Nederland, kpn, MEDIAHUIS, Medtronic, Justitie, MOM IN BALANCE, moneyou, NASPERS, obvion

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Ready?

More information and sign-up at :
www.suebehaviouraldesign.com

€690 • lifetime access • start today

Questions?
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