



# MKTG309

## Social Marketing and Sustainability

MQC1 Day 2014

*Dept of Marketing and Management*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Moderator

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Unit Convenor

Jan Zwar

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The best time for consultation is before class or after class on Mondays at 12.30 pm. You can also email me to arrange an appointment or a time for a telephone consultation.

Credit points

3

Prerequisites

39cp

Corequisites

Co-badged status

Unit description

Unlike commercial marketing which seeks to simplify changes in purchasing patterns, social marketing seeks to change strongly ingrained behaviour or firmly held beliefs in a manner that benefits individuals and society at large. Examples of social marketing include campaigns to prevent or reduce alcohol consumption, smoking, drug abuse, domestic violence and unsafe driving. This unit examines how to design a marketing strategy that will move the target audience from indifference to action and ultimately maintenance. The unit uses a case study approach drawing on current and historic Australian and international campaigns.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

Differentiate between commercial and social marketing and outline the scope of social

marketing, seeking out new ideas and opportunities.

Demonstrate awareness of social responsibility and become familiar with the range of issues where social marketing has an impact.

Appreciate the characteristics and needs of others in society and understand prospective challenges to social issues including environmental sustainability.

Critically analyse, discuss, and evaluate social marketing strategies and use secondary research skills to collect, collate and integrate examples with theory.

Apply marketing techniques and theories to develop creative solutions to social problems acknowledging the implications of managerial decisions on society.

Demonstrate use of written and oral skills to integrate key social marketing theoretical concepts and to create a coherent and theoretically rigorous argument relating to sustainability concepts.

## Assessment Tasks

Name	Weighting	Due
<a href="#"><u>Individual Post</u></a>	10%	500-750 word post: 11 April
<a href="#"><u>Creative Production</u></a>	30%	Weeks 4 through Week 10
<a href="#"><u>Individual Essay</u></a>	20%	11.55 pm Friday, 9 May
<a href="#"><u>Final Exam</u></a>	40%	In exam period

### Individual Post

Due: **500-750 word post: 11 April**

Weighting: **10%**

At the end of week 4 you post on iLearn a 500-750 word overview of a topic of your choice that is relevant to social marketing, pitching to other members of your tutorial class why it matters.

Most importantly, we want you to convey your passion about the issue. You can incorporate digital images & video clips & references. You must support your case by referring to high-quality information from a minimum of 3 different sources (eg., government reports, other specialist research on your issue) beyond the prescribed unit material.

Your post must be made by **11.55 pm Friday 11 April** (end week 4).

As part of this assignment you must also comment meaningfully on **1 other student's post** (minimum 200 words) by **10 am Monday 14 April**. **(You cannot comment on a post by a member of your creative production group. The topic of your post must be different to your group's topic.)**

50% of your mark will be deducted for late submission each day after the due date.

On successful completion you will be able to:

- Demonstrate awareness of social responsibility and become familiar with the range of issues where social marketing has an impact.
- Appreciate the characteristics and needs of others in society and understand prospective challenges to social issues including environmental sustainability.
- Demonstrate use of written and oral skills to integrate key social marketing theoretical concepts and to create a coherent and theoretically rigorous argument relating to sustainability concepts.

## Creative Production

Due: **Weeks 4 through Week 10**

Weighting: **30%**

You develop a social marketing campaign to address an issue chosen by your group and approved by your tutor. These groups must be within the same tutorial. Three group presentations are given to cover different aspects of the campaign. Every group member must participate in every presentation. Powerpoint slides are required to be submitted after each presentation. (No written report is required.) To pass this component you must also participate in giving in-class feedback on other groups' presentations.

Your group will be graded in **3 sections** each worth 10 marks based on the quality of the material presented. No late material will be accepted. Failure to participate will result in 0 out of 10 marks for each section missed. In situations of unsatisfactory contributions by a group member, individual grades for group work will be moderated by peer evaluation and/or the judgement of the tutor/lecturer. The lecturer has the final say in the adjustment of group work marks taking into account peer assessment ratings. If you are having difficulties within your group contact your tutor, who will assist you.

On successful completion you will be able to:

- Differentiate between commercial and social marketing and outline the scope of social marketing, seeking out new ideas and opportunities.
- Demonstrate awareness of social responsibility and become familiar with the range of issues where social marketing has an impact.
- Appreciate the characteristics and needs of others in society and understand prospective challenges to social issues including environmental sustainability.
- Critically analyse, discuss, and evaluate social marketing strategies and use secondary research skills to collect, collate and integrate examples with theory.
- Apply marketing techniques and theories to develop creative solutions to social problems

acknowledging the implications of managerial decisions on society.

- Demonstrate use of written and oral skills to integrate key social marketing theoretical concepts and to create a coherent and theoretically rigorous argument relating to sustainability concepts.

## Individual Essay

Due: **11.55 pm Friday, 9 May**

Weighting: **20%**

Building on your individual post, this is a report on a social marketing campaign chosen by you and approved by your tutor. The essay is to be no more than 2000 words, not including appendices and references. It can be an Australian or an international campaign (see the marking rubric for more information).

The report must contain references to at least **5 academic journal articles**. Students are required to check for plagiarism using the Turnitin tool also available from i-learn. In the end, the assignment that is submitted online for grading is also assessed for plagiarism, using Turnitin and a variety of other online tools.

10% of your mark will be deducted for late submission each day after the due date.

If you wish to apply for an extension, you must discuss your situation with Dr Zwar and obtain her written approval prior to the due date. Extensions are not given on after the due date.

On successful completion you will be able to:

- Differentiate between commercial and social marketing and outline the scope of social marketing, seeking out new ideas and opportunities.
- Critically analyse, discuss, and evaluate social marketing strategies and use secondary research skills to collect, collate and integrate examples with theory.
- Apply marketing techniques and theories to develop creative solutions to social problems acknowledging the implications of managerial decisions on society.
- Demonstrate use of written and oral skills to integrate key social marketing theoretical concepts and to create a coherent and theoretically rigorous argument relating to sustainability concepts.

## Final Exam

Due: **In exam period**

Weighting: **40%**

The duration of the exam is 3 hour plus 10 minutes held during the university's exam period. The final exam is comprehensive covering all materials in lecture, tutorials (including the Rothschilds and Sheth et al articles), textbook, videos and readings. The final exam is multiple choice and

short answer/long essay format. Failure to take the final exam will result in 0 out of 40 marks. Students who miss the final exam due to illness will need to lodge an online special consideration application with supporting medical certificate in order to be considered for a supplementary final exam.

You are expected to present yourself for examination at the time and place designated in the Final Examination Timetable. The timetable will be available in Provisional form approximately in week ten of this Session. You will have 1 week to give feedback to the Student Administration Manager. Prior to the examination period, you should ensure that you are familiar with the Examination Regulations. You can find these under *Exam Information* on the [Student Portal Noticeboard](#).

The examination timetable is produced to provide the maximum number of students with the least number of consecutive examinations. It is not uncommon for students of Macquarie University at both the City and North Ryde Campuses to be required to sit two consecutive examinations. A maximum of three consecutive exams is also permitted (for example, two on one day, and one the following morning). However no student is required to sit four consecutive exams and if any student discovers their examination timetable contains four consecutive exams, they should immediately contact the [Student Administration Manager](#) to have an exam rescheduled.

Students who have not sat for the exam will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and approved. The University's policy on the special consideration process [is available online](#).

You will need to lodge your request for special consideration by logging into <http://ask.mq.edu.au> with your OneID.

If a supplementary examination is granted as a result of the special consideration process, the examination will be scheduled after the conclusion of the official examination period.

**Irrespective of the total marks scored in the unit, students MUST PASS THE FINAL EXAMINATION and achieve an overall pass mark to gain a passing grade in this unit.**

On successful completion you will be able to:

- Differentiate between commercial and social marketing and outline the scope of social marketing, seeking out new ideas and opportunities.
- Demonstrate awareness of social responsibility and become familiar with the range of issues where social marketing has an impact.
- Appreciate the characteristics and needs of others in society and understand prospective challenges to social issues including environmental sustainability.
- Apply marketing techniques and theories to develop creative solutions to social problems acknowledging the implications of managerial decisions on society.

## Delivery and Resources

### Lectures and Tutorials:

- This unit consists of 11 x 2 hours of face-to-face teaching, 11 x 1 hour tutorials and 2 x recorded lectures and online tutorial activity. (The recorded lectures will replace face to face classes on two public holidays.)

### Required Reading:

- Webster, C., Carter, L., D'Alessandro, S. and Gray, D. (2014) Social Marketing: Good Intentions. 1st Edition, TUP.
- Sheth, J.N., Sethia, N.K. and Srinivas, S. (2011) Mindful Consumption: A Customer-Centric Approach to Sustainability, Journal of the Academy of Marketing Science, 39, 21-39.
- Rothschilds, M.L. (1999) Carrots, Sticks, and Promises: A Conceptual Framework for the Management of Public Health and Social Issue Behaviors, Journal of Marketing, 63, 24-37.

### Required Viewing (these will be shown in lectures):

- The Story of Stuff with Annie Leonard (<http://www.storyofstuff.org/movies-all/story-of-stuff/>)

- **Jason Clay, Senior Vice President, Market Transformation World Wildlife Fund Ted Talk**

[http://www.ted.com/talks/jason\\_clay\\_how\\_big\\_brands\\_can\\_save\\_biodiversity.html](http://www.ted.com/talks/jason_clay_how_big_brands_can_save_biodiversity.html)

- Drive: The Surprising Truth about What Motivates Us by Dan Pink (<http://www.youtube.com/watch?v=u6XAPnuFjJc>)

### Useful supplementary text on designing social marketing campaigns (available for loan in the MQC library)

Lee, N.R. and Kotler, P. (2011) Social Marketing: Influencing Behaviors for Good, 4th edition, Sage, Thousand Oaks, California (particularly useful for the creative production assignment).

### Specialist Websites about Social Marketing

[http://media.socialchange.net.au/planning\\_comms/guides.html](http://media.socialchange.net.au/planning_comms/guides.html)

'A Short Course in Social Marketing', on the Novartis Foundation web site

[http://foundation.novartis.com/social\\_marketing.htm](http://foundation.novartis.com/social_marketing.htm)

<http://media.socialchange.net.au/strategy/>

'Making Health Communication Programs Work - a planners guide', a 131-page crash course in how to plan and execute a social marketing campaign, prepared by the US Department of Health and Human Services in 1992. It's on the net at the US National Cancer Institute web site:

<http://oc.nci.nih.gov/services/HCPW/HOME.HTM>

UK Centre for Social Marketing at the University of Strathclyde in the UK is worth a look. In particular check out their "Social Marketing - A Synopsis", at <http://www.marketing.strath.ac.uk/>

csm/about/synopsis.htm

**Other Resources are available on the MKTG309 iLearn website**

**Technology Used and Required:**

- Students are required to use power point, word processing and *ilearn*.

**Unit Webpage:**

- Course material is available on the learning management system (iLearn)
- The web page for this unit can be found at: <http://ilearn.mq.edu.au>

**Changes from Session 2, 2013:**

- An individual post and critique, worth 10%, replaces the mid-semester test.

## Unit Schedule

### MKTG309 Lecture and Tutorial Weekly Guide

Note: it is strongly recommended that you attend the lectures and tutorials. If you cannot attend a lecture or tutorial, please email an apology to Dr Jan Zwar in advance. You are required to attend at least 10 out of the 12 tutorials. Failure to do so without an adequate reason (illness or special consideration) may result in a grade of FA 0. We, on our part, will do our best to make the lectures and tutorials stimulating and engaging.

<b>Week 1</b> <b>17 Mar</b>	LECTURES 1-3: SETTING THE GLOBAL SCENE  Why social marketing is a growing force for change. Case study of a social marketing campaign (to prepare you for your assignment)	TUTORIALS  Group formation & allocation of topics  Briefing on assessment requirements
<b>Week 2</b> <b>24 Mar</b>	Good Reasons for Behaviour Change – Overconsumption and the pursuit of pleasure	Discussion of Chapter 1, textbook (read it prior to class & bring your copy)
<b>Week 3</b> <b>31 Mar</b>	Behaviour change models	Discussion of Chapter 2, textbook (read it prior to class & bring your copy)
<b>Week 4</b> <b>7 Apr</b>	LECTURES 4-6: DESIGNING A SOCIAL MARKETING CAMPAIGN  Social Marketing: the basic toolkit (road safety)	Presentation by groups on Part A (10%)  Discussion of Rothschild article (read it prior to class & bring your copy)  <b>Post about your individual topic due. (10%) 11.55 pm Friday 11 April. Comments on other posts by 10 am Monday 14 April</b>



<b>Week 5</b> <b>14 Apr</b>	Product, price, positioning: Battle of the Bulge (healthy eating & exercise)	Presentation by groups on Part A (10%) Discussion of Sheth et al article
<b>Week 6</b> <b>21 April – Public holiday</b>	Place & promotion (exercise) Recorded lecture	No tutorial – work on your essay. Read chapter 3 of the textbook.
<b>Week 7</b> <b>28 Apr</b>	LECTURES 7-9: LIFE IN THE FAST LANE  Addictions and Risky Behaviour – Up in Smoke (cigarettes & tobacco)	Presentation by groups on Part B (10%)  Feedback on plans for individual essay
<b>Week 8</b> <b>5 May</b>	Addictions and Risky Behaviour – Skál! ??? Bula! Cheers! (binge drinking, drink driving)	Presentation by groups on Part B (10%) <b>Individual essay due (20%) 11.55 pm Friday 9 May</b>
<b>Week 9</b> <b>12 May</b>	Health and Well-being – Prevention & Early Detection (cancer & immunization, depression & mental illness)	Presentation by groups on Part C (10%) Discussion of Chapter 4, textbook (read it prior to class & bring your copy)
<b>Week 10</b> <b>19 May</b>	LECTURES 10-12: BACK TO THE BIG PICTURE  Beauty Is In The Eye Of The Beholder. Power and Perception – Out of Darkness (violence, bullying, eating disorders,)	Presentation by groups on Part C (10%) Discussion of Chapter 5, textbook (read it prior to class & bring your copy)
<b>Week 11</b> <b>26 May</b>	Environment and Sustainable Living – Essentials of Life (water & habitat conservation)	Discussion of Chapter 6, textbook (read it prior to class & bring your copy)
<b>Week 12</b> <b>2 June</b>	Exam revision	Discussion of Chapter 7, textbook (read it prior to class & bring your copy)  Exam revision activities
<b>Week 13</b> <b>9 June</b> <b>Public holiday</b>	Environment and Sustainable Living – What a Waste (litter & recycling) Recorded lecture	Online Q&A re exam

**Final Exam (40%) – tba**

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy [http://mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy [http://mq.edu.au/policy/docs/grievance\\_management/policy.html](http://mq.edu.au/policy/docs/grievance_management/policy.html)

Disruption to Studies Policy [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html) *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: [https://students.mq.edu.au/support/student\\_conduct/](https://students.mq.edu.au/support/student_conduct/)

## Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F – Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

<http://www.mq.edu.au/policy/docs/grading/policy.html>

For further information, please refer to the following link:

<http://universitycouncil.mq.edu.au/legislation.html>

## **Grade Appeals and Final Examination Script Viewing City Campus**

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

<http://www.city.mq.edu.au/reviews-appeals.html>

## **Attendance at Macquarie City Campus**

All Students are required to attend at least 80% of the scheduled course contact hours each Session. Additionally Macquarie City Campus monitors the course progress of international students to ensure that the student complies with the conditions of their visa relating to attendance.

This minimum level of attendance includes all lectures and tutorials. Tutorial attendance will be recorded weekly. If any scheduled class falls on a public holiday this will be rescheduled as advised by your Lecturer. Attendance at any mid-Session or in-class test is compulsory unless otherwise stated.

Unavoidable non-attendance due to illness or circumstances beyond your control must be supported by appropriate documentation to be considered for a supplementary test. Other non-attendance will obtain zero for the test. You should refer to the Disruptions Policy for more details about this.

## **Student Support**

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## **Learning Skills**

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Support at Macquarie City Campus

Students who require assistance are encouraged to contact the Student Services Manager at Macquarie City Campus. Please see reception to book an appointment.

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://students.mq.edu.au/support/>

At any time students (or groups of students) can book our Student Advising rooms on Level 6 by emailing [info@city.mq.edu.au](mailto:info@city.mq.edu.au) with a day and time and nominated contact person. There are additional student study spaces available on Level 1.

Macquarie University Campus Wellbeing also has a presence on the City Campus each week. If you would like to make an appointment, please email [info@city.mq.edu.au](mailto:info@city.mq.edu.au) or visit their website at: <http://www.campuslife.mq.edu.au/campuswellbeing>

StudyWISE provides:

- Online learning resources and academic skills workshops [http://www.mq.edu.au/learning\\_skills](http://www.mq.edu.au/learning_skills)
- Personal assistance with your learning & study related questions
- ALPS - [http://www.students.mq.edu.au/support/learning\\_skills/postgraduate/alps/](http://www.students.mq.edu.au/support/learning_skills/postgraduate/alps/)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

## IT Help at Macquarie City Campus

If you wish to receive IT help, we would be glad to assist you at <http://informatics.mq.edu.au/help/>

or call 02 9850-4357.

When using the university's IT, you must adhere to the Acceptable Use Policy. The policy applies to all who connect to the MQ network including students and it outlines what can be done.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.

Students are expected to act responsibly when utilising Macquarie City Campus IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted.
- Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

If you would like to borrow headphones for use in the Macquarie City Campus computer labs (210, 307, 311, 608) at any point, please ask at Level 2 Reception. You will be required to provide your MQC Student ID card. This will be held as a deposit while using the equipment.

For assistance in the computer labs, please see a Lab Demonstrator (usually they can be found in Lab 311, otherwise ask at Level 2 Reception).

## **Graduate Capabilities**

### **Discipline Specific Knowledge and Skills**

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able

to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

## **Learning outcomes**

- Differentiate between commercial and social marketing and outline the scope of social marketing, seeking out new ideas and opportunities.
- Critically analyse, discuss, and evaluate social marketing strategies and use secondary research skills to collect, collate and integrate examples with theory.
- Apply marketing techniques and theories to develop creative solutions to social problems acknowledging the implications of managerial decisions on society.

## **Assessment tasks**

- Creative Production
- Individual Essay
- Final Exam

## **Critical, Analytical and Integrative Thinking**

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

## **Learning outcomes**

- Critically analyse, discuss, and evaluate social marketing strategies and use secondary research skills to collect, collate and integrate examples with theory.
- Demonstrate use of written and oral skills to integrate key social marketing theoretical concepts and to create a coherent and theoretically rigorous argument relating to sustainability concepts.

## **Assessment tasks**

- Individual Post
- Creative Production
- Individual Essay
- Final Exam

## Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

### Learning outcomes

- Appreciate the characteristics and needs of others in society and understand prospective challenges to social issues including environmental sustainability.
- Critically analyse, discuss, and evaluate social marketing strategies and use secondary research skills to collect, collate and integrate examples with theory.
- Apply marketing techniques and theories to develop creative solutions to social problems acknowledging the implications of managerial decisions on society.
- Demonstrate use of written and oral skills to integrate key social marketing theoretical concepts and to create a coherent and theoretically rigorous argument relating to sustainability concepts.

### Assessment tasks

- Creative Production
- Individual Essay
- Final Exam

## Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

### Learning outcomes

- Demonstrate awareness of social responsibility and become familiar with the range of issues where social marketing has an impact.
- Appreciate the characteristics and needs of others in society and understand prospective challenges to social issues including environmental sustainability.

## **Assessment tasks**

- Individual Post
- Creative Production
- Individual Essay
- Final Exam

## **Research and Practice**

- This unit uses research from internal & external sources.
- This unit gives you practice in applying research findings in your assignments.
- This unit gives you opportunities to conduct your own secondary research.