



MKTG309

Social Marketing and Sustainability

MQC2 Day 2014

Dept of Marketing and Management

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Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

General Information

Unit convenor and teaching staff

Moderator

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Unit Convenor

Jan Zwar

jan.zwar@mq.edu.au

Contact via jan.zwar@mq.edu.au

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 |
|--|-----------|-------------------------|
| <u>Participation</u> | 15% | Week 1 through Week 13 |
| <u>Creative Production</u> | 30% | Weeks 4 through Week 10 |
| <u>Case Study</u> | 15% | 8 am Friday 29 August |
| <u>Final Exam</u> | 40% | In exam period |

Participation

Due: **Week 1 through Week 13**

Weighting: **15%**

Participation is in the form of constructive peer assessment and advice. As a peer assessor students are required to review one another's case studies via the iLearn discussion forum and to participate in the online discussions for the case study, providing written comments, feedback and useful additional information to assist in advancing the topic.

Students also have the opportunity to assist tutorial groups in developing social marketing campaigns for their creative productions. After listening carefully to other tutorial presentations, students have the opportunity to participate by acting as a sounding board providing immediate feedback on aspects of others' work as well as providing guidance for future direction, points of clarification and suggestions for improvement.

Finally, students can participate in lectures and in the general online discussion forum for the class by posing interesting topics and questions as well as by responding to posts.

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.
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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.

Case Study

Due: **8 am Friday 29 August**

Weighting: **15%**

Students investigate a social, health or environmental issue of their choice. The area of investigation must be approved by your tutor in Week 3. Students post digital content related to their approved issue to their tutorial discussion forum in Week 7 (no later than 8.00 am in the MORNING Friday 29 August).

The digital content critiqued can be written documents in the form of academic journal articles, newspaper articles, industry or government reports, web links, images, sound or video clips. Your report must contain references to at least **5 academic journal articles**.

Students provide a critique of the digital content and submit their critique to Turnitin and post their critique to the discussion board. Students then read and comment on one another's submissions.

No hard copies will be accepted. No late submission will be accepted. No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and approved.

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.

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.

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

Lectures and Tutorials:

- This unit consists of 12 x 2 hours of face-to-face teaching, 12 x 1 hour tutorials and 1 x recorded lecture and online tutorial activity. (The recorded lecture will replace face to face classes on a public holiday.)

Required Reading: Text book

- Webster, C., Carter, L., D'Alessandro, S. and Gray, D. (2014) Social Marketing: Good Intentions. 1st Edition, TUP.

Required Reading: Journal Articles

Pechmann, C., Zhao, G., Goldberg, M.E. and Reibling, E.T. (2003) What to Convey in Antismoking Advertisements for Adolescents: The Use of Protection Motivation Theory to Identify Effective Message Themes, *Journal of Marketing*, 67 (April), 1-18.

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.

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.

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

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

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

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>

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.

| | | |
|---|---|--|
| <p>Week 1 14 July</p> | <p>LECTURES 1-3: SETTING THE GLOBAL SCENE</p> <p>Why social marketing is a growing force for change. Case study of a social marketing campaign (to prepare you for your assignment)</p> | <p>TUTORIALS</p> <p>Group formation & allocation of topics</p> <p>Briefing on assessment requirements</p> |
| <p>Week 2 21 July</p> | <p>Good Reasons for Behaviour Change – Overconsumption and the pursuit of pleasure</p> | <p>Discussion of Chapter 1, textbook & the Sheth et al article (read them prior to class & bring your copy)</p> |
| <p>Week 3 28 July</p> | <p>Behaviour change models</p> | <p>Discussion of Chapter 2, textbook & the Rothschild article (read them prior to class & bring your copy)</p> |
| <p>Week 4 4 August</p> | <p>LECTURES 4-6: DESIGNING A SOCIAL MARKETING CAMPAIGN</p> <p>Social Marketing: the basic toolkit (road safety)</p> | <p>Presentation by groups on Part A (10%)</p> |
| <p>Week 5 11 August</p> | <p>Product, price, positioning: Battle of the Bulge (healthy eating & exercise)</p> | <p>Presentation by groups on Part A (10%)</p> |
| <p>Week 6 18 Aug</p> | <p>Place & promotion (exercise)</p> | <p>Read chapter 3 of the textbook.</p> <p>Feedback on plans for case study.</p> |
| <p>Week 7 25 Aug</p> | <p>LECTURES 7-9: LIFE IN THE FAST LANE</p> <p>Addictions and Risky Behaviour – Up in Smoke (cigarettes & tobacco)</p> | <p>Presentation by groups on Part B (10%)</p> <p>Discussion of Pechmann et al. article.</p> <p>Case study due by 8.00 am Friday 29 August</p> |
| <p>Week 8 1 Sept</p> | <p>Addictions and Risky Behaviour – Skál! ??! Bula! Cheers! (binge drinking, drink driving)</p> | <p>Presentation by groups on Part B (10%)</p> |
| <p>Week 9 8 Sept</p> | <p>Health and Well-being – Prevention & Early Detection (cancer & immunization, depression & mental illness)</p> | <p>Presentation by groups on Part C (10%)</p> <p>Discussion of Chapter 4, textbook (read it prior to class & bring your copy)</p> |
| <p>Week 10 15 Sept</p> | <p>LECTURES 10-12: BACK TO THE BIG PICTURE</p> <p>Beauty Is In The Eye Of The Beholder. Power and Perception – Out of Darkness (violence, bullying, eating disorders,)</p> | <p>Presentation by groups on Part C (10%)</p> <p>Discussion of Chapter 5, textbook (read it prior to class & bring your copy)</p> |

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|---|---|---|
| <p>Week 11</p> <p>22 Sept</p> | <p>Environment and Sustainable Living – Essentials of Life (water & habitat conservation)</p> | <p>Discussion of Chapter 6, textbook (read it prior to class & bring your copy)</p> |
| <p>Week 12</p> <p>29 Sept</p> | <p>Climate Change</p> <p>Exam revision</p> | <p>Discussion of Chapter 7, textbook (read it prior to class & bring your copy)</p> <p>Exam revision activities</p> |
| <p>Week 13</p> <p>9 June</p> <p>Public holiday</p> | <p>Environment and Sustainable Living – What a Waste (litter & recycling)</p> <p>Recorded lecture</p> | <p>Online Q&A re exam</p> |

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

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

Disruption to Studies Policy 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/

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) 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 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 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
- Personal assistance with your learning & study related questions
- 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

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

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

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.
- 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

- Participation
- Creative Production
- Case Study
- Final Exam

Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

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

- Participation
- Case Study

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
- Case Study

- 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

- Differentiate between commercial and social marketing and outline the scope of social marketing, seeking out new ideas and opportunities.
- 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.
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Assessment tasks

- Participation
- Creative Production
- Case Study
- 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
- Case Study
- Final Exam

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcome

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

Assessment tasks

- Participation
- Creative Production
- Case Study

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

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.
- 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

- Participation
- Creative Production
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Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

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.
- 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

- Creative Production
- Case Study
- 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

- 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.

Assessment tasks

- Participation
- Creative Production
- Case Study
- Final Exam

Changes from Previous Offering

Changes from Session 1, 2014: · A participation component (15%) and a case study (15%) replaces the individual post and critique, worth 10%, and the individual essay, worth 20%.

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.