



MKTG309

Social Marketing and Sustainability

S1 Day 2014

Dept of Marketing and Management

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	7
<u>Unit Schedule</u>	8
<u>Policies and Procedures</u>	8
<u>Graduate Capabilities</u>	9
<u>Research and Practice</u>	12

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

Tutor

Frances Chang

frances.chang@mq.edu.au

Contact via frances.chang@mq.edu.au

Tutor

Lauren Gellatly

lauren.gellatly@mq.edu.au

Contact via lauren.gellatly@mq.edu.au

Unit Convenor

Cynthia Webster

cynthia.webster@mq.edu.au

Contact via cynthia.webster@mq.edu.au

Tutor

Susan Stewart Loane

susan.stewart-loane@mq.edu.au

Contact via susan.stewart-loane@mq.edu.au

Tutor

Karen Winter

karen.winter@mq.edu.au

Contact via karen.winter@mq.edu.au

Tutor

Charindra Keerthipala

charindra.keerthipala@mq.edu.au

Contact via charindra.keerthipala@mq.edu.au

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
Individual Assignment	40%	12 June at 5pm
Participation	10%	Week 1 through Week 13
Case Study	20%	28 March and 2 May
Creative Production	30%	Week 5 through Week 12

Individual Assignment

Due: **12 June at 5pm**

Weighting: **40%**

The individual assignment requires a comprehensive analysis and critique of two social marketing situations. A selection of topics to choose from will be made available online through iLearn on Wednesday 11 June from 10am until Thursday 12 June at 5pm. Students will choose two social marketing topics and use materials from lecture, tutorials, textbook, videos, iLearn and readings to analyse the topics and answer questions posed. The individual assignment is to be completed in long essay format and submitted to iLearn through the Turnitin plagiarism software no later than 5pm on Thursday 12 June 2014.

No extensions will be granted. Students who have not submitted their work to Turnitin prior to the deadline will be awarded a mark of 0 out of 40 marks, except for cases in which an application for special consideration is made and approved. All special consideration applications need to be lodged online within 5 working days with scanned supporting medical certificate or other documentation.

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.

Participation

Due: **Week 1 through Week 13**

Weighting: **10%**

Participation is in the form of peer assessment. As a peer assessor students are required to review one another's case studies via iLearn discussion forum and 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 listen 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:

- Demonstrate awareness of social responsibility and become familiar with the range of issues where social marketing has an impact.
- 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: **28 March and 2 May**

Weighting: **20%**

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 4 (no later than 8:00am in the MORNING Friday 28 March) and Week 7 (no later than 8:00am in the MORNING Friday 2 May). 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. Students provide a written 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 anothers' submissions.

No hardcopies 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.

- 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.

Creative Production

Due: **Week 5 through Week 12**

Weighting: **30%**

In week 2 (the first tutorial), you will form into 4 groups of 6. Your Tutor will then allocate your group a topic that your group will work on for the remainder of the tutorials.

- **Every group member must sign a group contract in week 3** indicating the presentation section and week for which they are responsible.
- **Every group member must take a co-leadership role for one section** which means that everyone will present one of the sections and upload material to iLearn.
- **Every group member must complete a peer evaluation** for each member of the group indicating their level of contribution to the overall group work.

The topic your group is allocated for the semester will be graded in **three sections** each worth 10 marks based on the quality of the material created and presented.

All group members must attend the tutorials in which their group presents. All creative production materials must be uploaded to iLearn prior to the tutorials in which their group presents.

No late material will be accepted. No extensions will be granted. Students who have not submitted the task prior to the deadline or who do not attend the tutorials in which their group presents 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:

- 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.

Delivery and Resources

Lectures and Tutorials:

- This unit consists of 3 hours face-to-face teaching per week, one 2 hour lecture and one 1 hour tutorial

Required Reading: Textbook

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

Required Reading: Journal Articles

- Baca-Motes, K., Brown, A., Gneezy, A., Keenan, E.A. And Nelson, L. D. (2013) Commitment and Behavior Change: Evidence from the Field, Journal of Consumer Research, 39, 5, 1070-1084.
- Duhachek, A., Agrawal, N. and Han, D. (2012). Guilt versus Shame: Coping, Fluency, and Framing in the Effectiveness of Responsible Drinking Messages, Journal of Marketing Research, 49, 928-941.
- 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:

- The Story of Stuff with Annie Leonard (<http://www.storyofstuff.org/movies-all/story-of-stuff/>)
- Drive: The Surprising Truth about What Motivates Us by Dan Pink (<http://www.youtube.com/watch?v=u6XAPnuFjJc>)

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 Semester 2 2013:

- The individual assignment is now worth 40%.
- Tutorial participation is now worth 10%.
- A case study worth 20% has been added.
- There is no final exam.

Unit Schedule

Refer to the unit iLearn website

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/

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 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.

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

- Individual Assignment
- Participation
- Case Study
- Creative Production

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 Assignment
- Participation
- Case Study
- Creative Production

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

- Individual Assignment
- Case Study
- Creative Production

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 Assignment
- Case Study
- Creative Production

Research and Practice

This unit uses research from internal & external sources:

Required Reading: Textbook

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

Required Reading: Journal Articles

- Baca-Motes, K., Brown, A., Gneezy, A., Keenan, E.A. And Nelson, L. D. (2013) Commitment and Behavior Change: Evidence from the Field, Journal of Consumer Research, 39, 5, 1070-1084.
- Duhachek, A., Agrawal, N. and Han, D. (2012). Guilt versus Shame: Coping, Fluency, and Framing in the Effectiveness of Responsible Drinking Messages, Journal of Marketing Research, 49, 928-941.
- 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:

- The Story of Stuff with Annie Leonard (<http://www.storyofstuff.org/movies-all/story-of-stuff/>)
- Drive: The Surprising Truth about What Motivates Us by Dan Pink (<http://www.youtube.com/watch?v=u6XAPnuFjJc>)

This unit gives you practice in applying research findings in your assignments

This unit gives you opportunities to conduct your own secondary research