



MKTG309

Social Marketing and Sustainability

S2 Day 2014

Dept of Marketing and Management

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	6
<u>Policies and Procedures</u>	7
<u>Graduate Capabilities</u>	8
<u>Changes from Previous Offering</u>	10
<u>Research and Practice</u>	10

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General Information

Unit convenor and teaching staff

Lecturer in Charge

Cynthia Webster

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Contact via email

E4A 640

Tuesdays 12-1pm

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>	10%	Weeks 1 - 13
<u>Case Study</u>	20%	Week 5 Friday 5 September
<u>Creative Production</u>	30%	Weeks 6, 7, 9, 10, 12 & 13
<u>Final Exam</u>	40%	exam period

Participation

Due: **Weeks 1 - 13**

Weighting: **10%**

Students have the opportunity to participate in lectures, in weekly online discussion forums, in the case study discussion forum and during tutorials.

- **In lectures** students can answer questions posed, ask interesting questions and provide deep insights regarding the lecture materials.
- **In weekly online discussion forums** students can post interesting topics, materials and questions as well as respond to posts.
- **In the case study discussion forum** students need to review multiple case studies posted by other students and provide written comments, feedback and useful additional information to assist in advancing the topics.
- **In tutorials** students need 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.

On successful completion you will be able to:

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Case Study

Due: **Week 5 Friday 5 September**

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 gather multiple forms of digital content related to their approved issue and write a case study report. The digital content can be written documents in the form of academic journal articles, newspaper articles, industry or government reports, web links, images, sound or video clips.

In WEEK 5 no later than 8:00am in the **MORNING** Friday 5 September students must:

- submit their case study to Turnitin AND post their case study to the iLearn case study discussion board.

Students then read and comment on others' 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 disruption to studies is made and approved.

On successful completion you will be able to:

- 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.

Creative Production

Due: **Weeks 6, 7, 9, 10, 12 & 13**

Weighting: **30%**

In week 2 (the first tutorial), students will form into 4 groups of 6. Tutors will then allocate group topics that groups will work on for the remainder of the tutorials. Group creative productions will be graded in three sections each worth 10 marks based on the quality of the material created and presented.

- 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 everyone will present one section 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.
- **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 disruption to studies is made and approved.

On successful completion you will be able to:

- 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: **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, textbook, videos and readings. The final exam is 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 disruption to studies application with supporting documentation in order to be considered for a supplementary final exam.

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.

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>)

The timetable for classes can be found on the University web site at:

(<http://www.timetables.mq.edu.au/>)

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): : <http://ilearn.mq.edu.au>

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

- 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

- 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

- Participation
- Case Study

Changes from Previous Offering

Changes from Semester 1 2014: There is no individual assignment. There is a final exam.

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

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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.
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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