



MKTG309

Social Marketing and Sustainability

S1 Day 2017

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

Unit Convenor

Ross Gordon

ross.gordon@mq.edu.au

E4A 551

Tuesdays 3pm-4pm

Tutor

Wayne Kingston

wayne.kingston@mq.edu.au

Contact via wayne.kingston@mq.edu.au

N/A

N/A

Tutor

Galib Mohiuddin

khondker-galib-b.mohiuddin@mq.edu.au

Contact via khondker-galib-b.mohiuddin@mq.edu.au

N/A

N/A

Tutor

Lauren Gellatly

lauren.gellatly@mq.edu.au

Contact via lauren.gellatly@mq.edu.au

N/A

N/A

Tutor

Stephen Burke

stephen.burke@mq.edu.au

Contact via stephen.burke@mq.edu.au

N/A

N/A

Credit points

3

Prerequisites

39cp at 100 level or above

Corequisites

Co-badged status

Unit description

Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviours that benefit individuals and communities for the greater social good. Social Marketing practice is guided by ethical principles. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programmes that are effective, efficient, equitable and sustainable. (iSMA, 2013). Examples of social marketing include campaigns to prevent or reduce alcohol consumption, tackle obesity, smoking, drug abuse, sustainability, domestic violence and unsafe driving. This unit examines the key principles of social marketing, and explores how to design a marketing strategy that can support social change efforts. 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.

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.

General Assessment Information

Student Workload and Performance Level

Students are expected to **complete all assessment tasks** for this subject.

Failure to complete all assessment tasks will normally result in failure of the entire subject, other marks notwithstanding. Students should note that each credit point normally requires about 2 hours of study per week. Thus, **MKTG309 Marketing Project which is a 3 credit point unit requires that students commit about 6 hours study a week, including attendance at lectures and tutorials.**

Plagiarism

Students must not engage in plagiarism in the process of doing assessments tasks for this unit, or any unit whilst at University. Please read the University policy on academic honesty - details can be found in the 'Policies and Procedures' section of this Unit Guide.

Plagiarism: Using the work or ideas of another person, whether intentionally or not, and presenting this as your own without clear acknowledgement of the source of the work or ideas. This includes, but is not limited to, any of the following acts:

- copying out part(s) of any document or audio-visual material or computer code or website content without indicating their origins
- using or extracting another person's concepts, experimental results, or conclusions
- summarising another person's work
- submitting substantially the same final version of any material as another student in an assignment where there was collaborative preparatory work
- use of others (paid or otherwise) to conceive, research or write material submitted for assessment (e.g. ghost writing)
- submitting the same or substantially the same piece of work for two different tasks (self-plagiarism).

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Individual Essay</u>	30%	No	Week 7: Tuesday 11 April 2017
<u>Group Project</u>	30%	No	Week 3 to Week 13
<u>Final Exam</u>	40%	No	Examination Period

Individual Essay

Due: **Week 7: Tuesday 11 April 2017**

Weighting: **30%**

Assessment 1: Individual Essay - Critical Evaluation of an Existing Social Marketing Programme

Assessment 1 is an individual assignment that requires a comprehensive and **critical** analysis of an existing social marketing programme. **This requires students to describe an existing social marketing programme, compare it to best practice, and to critically analyse, interpret and identify and discuss important implications from their analysis.**

A selection of four case studies examples of existing social marketing programmes to choose from will be made available online on iLearn - this is located in the Assessment Folder. Students will choose one case study and use materials from their **own research**, and from the lecture, tutorials, the textbook, videos, iLearn and unit readings to critically analyse the case study.

The individual assignment is to be completed in essay format, and the word limit is 2,000 words (+/- 200 words). An electronic copy of your assignment must be submitted online through the Turnitin plagiarism software no later than 09:00am on Tuesday 11th April 2017. You must also submit a hard copy of your assignment in the tutorial class during in Week 7 Tuesday 11th & Wednesday 12th April 2017 - depending on your tutorial class. This is to allow the tutors to mark the assignment. If you do not hand in a hard copy of your essay to your tutor in your tutorial class you will receive a late penalty.

Individual Essays will be assessed against your **critical** analysis of the following in relation to your chosen existing social marketing programme:

- Analysis of formative research used to inform the existing social marketing programme
- Target group(s) segmentation strategy in the existing social marketing programme
- Establishment of objectives and goals in the existing social marketing programme
- Development and use of the social marketing mix in the existing social marketing programme
- Implementation of the existing social marketing programme
- Process, impact and outcome evaluation of the existing social marketing programme including consideration of ethical implications
- Critical analysis and reflection on the strengths, weaknesses of the existing programme (this should feature throughout your essay), and your own suggestions for future programmes on this topic
- Quality of written communication (structure, formatting, spelling, grammar, readability of the essay)

No extensions will be granted. There will be a deduction of 10% of the total available marks from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission - 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

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.
- 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.

Group Project

Due: **Week 3 to Week 13**

Weighting: **30%**

Assessment 2 for this unit is a Group Project in which students will work in a group to create a social marketing programme proposal, and then will each present on their proposal during a group presentation to class.

As a group students will be invited to select a relevant social marketing issue and develop a project plan. Students are free to select an issue of their choice. Please consult the textbook, and various readings on iLearn for ideas if you wish. Groups will then be asked to conduct background research on the topic, identify appropriate priority groups, explain their segmentation approach, discuss what research they would carry out to inform their programme, explain their use of guiding theory, identify programme objectives, and discuss their use of the social marketing intervention mix for a social marketing programme to tackle their chosen issue. This work for the group project will then be presented as a group class presentation. Each student is required to present during the group presentation. An overall mark worth 15% will be provided to the group based on their presentation. Each student will also receive an **individual mark** worth 15% based on the quality of their part of the presentation. Further details on the assessment are given below.

GROUP PROJECT CLASS PRESENTATION: TO BE PRESENTED IN TUTORIAL CLASS IN WEEKS 11-13.

You are required to present your group's social marketing programme proposal to your tutorial class and tutor in Weeks 11-13. Your tutor will advise of the schedule for class presentations in advance. Each group will have 20 minutes to present. Each group member is expected to make an equal contribution to the class presentation. A copy of your presentation slides and other handouts/materials used is to be provided to your tutor at the time of the presentation. Your group presentation will be assessed on :

- Background and context to the social issue
- Identify guiding theory, target group(s) for your programme, and programme objectives

- Demonstration of use of research to inform the development, piloting, implementation and evaluation of including your programme
- Quality of strategic and tactical recommendations for your social marketing programme
- Overall Presentation skills (including presentation style, use of visual aids, level of creativity, structure & sequencing, adhering to time limit)

The groups mark will be worth 15% of the total marks available for this piece of assessment.

- Individually, students will also be marked on the quality of their part of the presentation based on presentation style, enthusiasm, projection of voice, eye contact with the audience, ability to answer questions from the audience (if applicable), adhering to time limit)

The individual mark will be worth 15% of the total marks available for this piece of assessment.

Group Formation

In week 3, you will be asked to form into groups of 5. Your Tutor will then invite your group to select a social issue that you will be creating a social marketing programme proposal for. You will then be asked to sign the group contract and work together as a group over the remainder of the unit on the assessment task.

- **Every group member must sign a group contract in week 3.**
- **Every group member must take a co-leadership role for a section(s) of the class presentation** - this means that everyone will present one of the sections in class.
- **Every group member must complete a peer evaluation** for each member of the group offering feedback and indicating their level of contribution to the overall group work.

ALL students must attend ALL of the tutorials in Weeks 11-13 in which there will be class presentations.

No extensions will be granted. There will be a deduction of 10% of the total available marks from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission - 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted'.

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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- 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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Final Exam

Due: **Examination Period**

Weighting: **40%**

Assessment 3 for MKTG309 Social Marketing and Sustainability is a Closed Book Final Exam held during the University Examination Period. The Final Exam will last for 3 hours and is worth 40% of the overall mark for this unit.

The format of the exam is short essay questions and students will be asked to answer four questions out of a choice of six questions.

The Final Exam will assess and cover all material presented and discussed during the the entire unit from weeks 1-13.

A Final Exam Revision Lecture will be held in Week 13.

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.
- 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.
- 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

French, J. & Gordon, R. (2015). Strategic Social Marketing. Sage: London.

Required Reading: Journal Articles

Journal articles relevant to each week of the unit can be found on the iLearn site.

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>
- The timetable for this unit can be accessed from this portal: <http://timetables.mq.edu.au>

Class Participation:

- Students are expected to participate in class. Students will have the opportunity to participate in tutorial classes, and online discussion forums.

Group Work:

- Group work is an inherent requirement in this unit, and students are expected to form groups, and work professionally and effectively on a group project.

Unit Schedule

Week	Lecture	Readings	Tutorial
1: Tuesday 28 February	1. What is Social Marketing Introduction to Social Marketing; and introduction the course	Chapter 1, 2 and 3 in the textbook Week 1 journal articles on iLearn	No tutorial
2: Tuesday 7 March	Week 2: Systems Thinking and Social Marketing	Chapter 7 of textbook Week 2 journal articles on iLearn	Consultation on assessment tasks

<p>3: Tuesday 14 March</p>	<p>Week 3: Strategic Social Marketing</p>	<p>Chapter 5 of textbook</p> <p>Week 3 journal articles on iLearn</p>	<p>Consultation on assessment tasks</p> <p>Group Formation</p>
<p>4: Tuesday 21 March</p>	<p>Week 4: Using Theory in Social Marketing</p>	<p>Chapter 8 of textbook</p> <p>Week 4 journal articles on iLearn</p>	<p>Consultation on assessment tasks</p>
<p>5: Tuesday 28 March</p>	<p>Week 5: Critical Social Marketing</p>	<p>Chapter 14 of textbook</p> <p>Week 5 journal articles on iLearn</p>	<p>Consultation on assessment tasks</p>
<p>6: Tuesday 4 April</p>	<p>Week 6: Research in Social Marketing</p>	<p>Chapters 9 & 10 of textbook</p> <p>Week 6 journal articles on iLearn</p>	<p>Consultation on assessment tasks</p>

<p>7. Tuesday 11 April</p>	<p>Week 7: Segmentation, Targeting and Positioning in Social Marketing Programmes</p>	<p>Chapter 2 of textbook</p> <p>Case Study on page 111-115 of textbook</p> <p>Week 7 journal articles on iLearn</p>	<p><u>Submit in Class</u></p> <p>Assessment 1: Individual Essay - Critical Evaluation of an Existing Social Marketing Programme</p>
<p>Mid-session break Monday 17th April to Friday 28th April 2017 (inclusive)</p>			
<p>8: Tuesday 2 May</p>	<p>Week 8: The Social Marketing Mix Toolkit – Part 1</p>	<p>Chapter 4 of textbook</p> <p>Week 8 journal articles on iLearn</p>	<p>Consultation on group project</p>
<p>9: Tuesday 9 May</p>	<p>Week 9: The Social Marketing Mix Toolkit – Part 2</p>	<p>Chapter 4 of textbook</p> <p>Week 9 journal articles on iLearn</p>	<p>Consultation on group project</p>
<p>10: Tuesday 16 May</p>	<p>Week 10: World Social Marketing Conference 2017 - Latest Trends in Social Marketing</p> <p><u>This week there is no face to face Lecture in Class</u> - instead there will be a virtual class on iLearn. For the virtual class I will be posting some video clips posted live from the 2017 World Social Marketing Conference in Washington D.C about the latest trends in social marketing. There will also be an online discussion forum asking students to post their views and ideas on the latest trends from the conference shown in the videos. Students are strongly encouraged to watch/participate in the virtual class as the content may be examinable.</p>	<p>Videos and Discussion Forum on iLearn</p> <p>Week 10 journal articles on iLearn</p>	<p>Consultation on group project</p>

<p>11: Tuesday 23 May</p>	<p>Week 11: Designing and Planning Social Marketing Programmes</p>	<p>Chapters 11, 12 & 13 of textbook</p> <p>Week 11 journal articles on iLearn</p>	<p>Assessment 2: Group Project Presentations</p> <p>Attendance is compulsory</p>
<p>12: Tuesday 30 May</p>	<p>Week 12: Creating Value in Social Marketing</p>	<p>Chapter 6 of the textbook</p> <p>Week 11 journal articles on iLearn</p>	<p>Assessment 2: Group Project Presentations</p> <p>Attendance is compulsory</p>
<p>13: Tuesday 6 June</p>	<p>Week 13: Exam Revision Session</p>	<p>Entire textbook</p>	<p>Assessment 2: Group Project Presentations</p> <p>Attendance is compulsory</p>

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_2016.html

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

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.html

Disruption to Studies Policy (in effect until Dec 4th, 2017): http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Special Consideration Policy (in effect from Dec 4th, 2017): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

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/

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au.

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://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources 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.

Assessment tasks

- Individual Essay
- Group Project
- 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 Essay
- Group Project
- 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.
- 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 Essay
- Group Project
- 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 Essay
- Group Project
- Final Exam

Email Etiquette: About consultation with your tutors and/or unit coordinator/lecturer

Email Etiquette: Consultation with your subject coordinator and/or teachers via email

Your teachers receive a very large number emails each day. Before sending an email to teaching staff please - you **must** check whether the answer to your enquiry is already contained within the unit guide or the iLearn site for the unit. The **vast majority** of emails from students to teaching staff relate to **information that has already been provided**. If you send an email of this type you will **not receive a reply**. Therefore, **you must please carefully read the unit guide and iLearn site** before sending a query by email. Any emails sent by students must come from your **Macquarie University email account**. Emails from any other account will not be read.

In order to enable teaching staff to respond to your emails appropriately and in a timely fashion, students are asked to observe basic requirements of professional communication:

Consider what the communication is about

- Is your question addressed elsewhere (e.g. in the unit guide or on the unit iLearn site)?
- Is it something that is better discussed in person or by telephone? This may be the case if your query requires a lengthy response or a dialogue in order to address. If so, see consultation times above and/or schedule an appointment or see your tutor/lecturer in class.
- Are you addressing your request to the most appropriate person - **please note that teaching staff do not deal with IT or student administration issues?**

Specific email title/ header to enable easy identification of subject related/ student emails

- Identify the unit code of the subject you are enquiring about (as your teacher may be involved in more than one subject) in the email header. Add a brief, specific header after the unit code where appropriate

Professional courtesy

- Address your teacher appropriately by name (and formal title if you do not yet know them).
- Use full words (avoid 'text-speak' abbreviations), correct grammar and correct spelling.
- Be respectful and courteous.
- Academics will normally respond within 1-3 days. If the matter is urgent, you may wish to telephone the Teaching Staff whose contact details are given in this subject outline or contacting the Department.
- Please ensure that you include your full name, and identify your seminar or tutorial group in your email so that your teachers know who they are communicating with and can follow-up personally where appropriate.

A guide to eLearning 'Netiquette' is available at:

https://www.mq.edu.au/iLearn/student_info/netiquette.htm

Research & Practice, Global contexts & Sustainability

- This unit uses research by Macquarie University researchers
- This unit uses research from external sources (see journal article reading list)
- This unit gives you practice in applying research findings in your assignments
- This unit gives you opportunities to conduct your own research
- This unit will draw on global cases studies, literature, and examples of social marketing, including in the Unit assessments.
- This unit will include case studies and readings about social marketing and environmental sustainability

Changes since First Published

Date	Description
24/02/ 2017	Addition of Stephen Burke as tutor following the recent Departmental re-allocation of tutors.