



MKTG309

Social Marketing and Sustainability

S2 Day 2017

Dept of Marketing and Management

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor

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Unit Moderator

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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. Successful completion of this unit requires the student to achieve at least 50% in total in the assessment tasks offered. 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. Failure to attend at least 10 out of 12 tutorials might impact your team work and team performance.

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 (selfplagiarism).

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Individual Essay</u>	30%	No	Week 7 11 Sept 2017
<u>Team Project</u>	30%	No	Week 3 to Week 13
<u>Final Exam</u>	40%	No	Exam period

Individual Essay

Due: **Week 7 11 Sept 2017**

Weighting: **30%**

Individual Essay

Due: **Week 7: Monday, 11 Sept 2017 by 9am**

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.**

Students may choose any existing social marketing campaign. Use materials from their own research, and from the lectures, tutorials, the textbook, videos, iLearn and unit readings to critically analyse their chosen social marketing campaign.

The individual assignment is to be completed in essay format, and the word limit is 2,000 to 3000 (maximum 3000 words), excluding references and appendices. Essays must be submitted online through turnitin on the unit's iLearn site no later than 09:00am. Submission of hardcopy is NOT required.

Individual Essays will be assessed against your **critical** analysis of your chosen existing social marketing programme A marking criteria is available on iLearn.

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

On successful completion you will be able to:

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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.
- 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.

Team Project

Due: **Week 3 to Week 13**

Weighting: **30%**

Team Project

Due: **Week 3 to Week 13**

Weighting: **30%**

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

As a team, students will be invited to select from a list of six social marketing issues and develop a project plan. Teams will then be asked to conduct background research on their 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 selected issue. This work for the team project will then be presented as a team presentation. Each student is required to present during the team 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 this assessment is available on iLearn.

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

You are required to present your team'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 team will have 20 minutes to present. Each team 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. Details for your team presentation is available on iLearn.

The team 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.

Team Formation

In week 3, you will be asked to form into teams of 5 students per team, maximum 6 teams. Your

Tutor will then invite your team to select from a list of six social marketing issues 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 team over the remainder of the unit on the assessment task.

- **Every team member must sign a group contract in week 3.**
- **Every team 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 team member must complete a peer evaluation** for each member of the team 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. Absence from tutorials in Weeks 11 to 13 will incur 0/30 marks for this assessment. This penalty does not apply for cases in which an application for disruption of studies is made and approved. If an application for disruption to studies is approved, student will need to make appointment to present to the tutor. As each student must make a presentation for this assessment, failure to present will incur 0/30 marks.

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.

Final Exam

Due: **Exam period**

Weighting: **40%**

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 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:

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- 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.

Team Work:

- Team work is an inherent requirement in this unit, and students are expected to form teams, and work professionally and effectively on a team project.

Unit Schedule

Week	Lectures and Readings	Tutorial activities
1. Thurs, 3 Aug	What is Social Marketing? Introduction to Social Marketing and Introduction to the Unit Readings – Chapter 1, 2 and 3 of text PLUS journal articles on ilearn	No tutorial

2. Thurs, 10 Aug	<p>System Thinking and Social Marketing</p> <p>Readings – Chapter 7 of text PLUS journal articles on iLearn</p>	<p>Introduction</p> <p>Briefing on assessment tasks</p>
3. Thurs, 17 Aug	<p>Strategic Social Marketing</p> <p>Readings – Chapter 5 of text PLUS journal articles on iLearn</p>	<p>Formation of teams</p> <p>System thinking activities</p>
4. Thurs, 24 Aug	<p>Using Theory in Social Marketing</p> <p>Readings – Chapter 8 of text PLUS journal articles on iLearn</p>	<p>Strategic Social Marketing activities</p> <p>Consultation on assessment tasks</p>
5. Thurs, 31 Aug	<p>Critical Social Marketing</p> <p>Readings – Chapter 14 of text PLUS journal articles on iLearn</p>	<p>Essay writing</p> <p>Consultation on assessment tasks</p>
6. Thurs, 7 Sept	<p>Research in Social Marketing</p> <p>Readings – Chapter 9 and 10 of text PLUS journal articles on iLearn</p>	<p>Critical thinking activities</p> <p>Consultation on assessment tasks</p>
7. Thurs, 14 Sept	<p>Segmentation, Targeting and Positioning in Social Marketing Programmes</p> <p>Readings – Chapter 2 of text PLUS journal articles on iLearn</p>	<p>Individual Essay due on Monday, 11 Sept by 9am. Submit through turnitin</p> <p>Research activity</p> <p>Case Study on page 111-115 of text</p>
<p>Mid-session break Monday 18 Sept to Sunday 1 October (inclusive)</p>		

8. Thurs, 5 Oct	<p>The Social Marketing Mix Toolkit – Part 1</p> <p>Readings – Chapter 4 of text PLUS journal articles on iLearn</p>	Segmentation activity
9. Thurs, 12 Oct	<p>The Social Marketing Mix Toolkit – Part 2</p> <p>Readings – Chapter 4 of text PLUS journal articles on iLearn</p>	Marketing Mix activity
10. Thurs, 19 Oct	<p>Designing and Planning Social Marketing Programmes – Part 1</p> <p>Readings – Chapter 11, 12 and 13 of text PLUS journal articles on iLearn</p>	Consultation on team project
11. Thurs, 26 Oct	<p>Designing and Planning Social Marketing Programmes – Part 2</p> <p>Readings – Chapter 11, 12 and 13 of text PLUS journal articles on iLearn</p>	<p>Tutorial attendance is compulsory.</p> <p>Team Project Presentations</p>
12. Thurs, 2 Nov	<p>Creating Value in Social Marketing</p> <p>Readings – Chapter 6 of text PLUS journal articles on iLearn</p>	<p>Tutorial attendance is compulsory.</p> <p>Team Project Presentations</p>
13. Thurs, 9 Nov	<p>Exam Revision Session</p>	<p>Tutorial attendance is compulsory.</p> <p>Team Project Presentations</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
- Team 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
- Team 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
- Team 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
- Team Project
- Final Exam

Changes from Previous Offering

For the Individual Essay and Team Project assessments, there are different choices of social marketing issues for selection.

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 tutors and lecturers receive a very large number emails each day. Before sending an email to them 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 and very often end up in the Spam/Junk box.

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? This may be the case if your query requires a lengthy response or a dialogue in order to address. If so, bring up your question during class (lectures or tutorials) or seek consultation during consultation times or schedule an appointment or see your tutor/lecturer.
- 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. It is quite acceptable to send a reminder email if you have not received a respond as sometimes emails can get 'lost'.
- 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 and 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 draws on global case studies, literature and readings about social marketing issues and environmental sustainability.