



# MKTG3009

## Social Change Marketing

Session 2, Special circumstance 2020

*Department of Marketing*

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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.

#### **Notice**

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

## General Information

Unit convenor and teaching staff

Cynthia Webster

[cynthia.webster@mq.edu.au](mailto:cynthia.webster@mq.edu.au)

Contact via [cynthia.webster@mq.edu.au](mailto:cynthia.webster@mq.edu.au)

158C 3 Management Dr

Thursdays 12-1

Credit points

10

Prerequisites

130cp at 1000 level or above

Corequisites

Co-badged status

Unit description

Social marketing integrates marketing concepts with other approaches to influence behaviours that benefit individuals and communities for the greater social good. Guided by ethical principles, social marketing integrates research, best practice, theory, audience and partnership insights, to inform the delivery of competition sensitive and segmented social change programmes that are effective, efficient, equitable and sustainable. Social marketing campaigns tackle challenging health, environmental and social issues such as obesity, smoking, drug abuse, recycling, littering, domestic violence, racism and unsafe driving. This unit develops students' knowledge of the key principles of social marketing and skills to design a marketing strategy that can support social change efforts. Students learn how to critically analyse, discuss, and evaluate current and historic Australian and international campaigns and use secondary research skills to collect, collate and integrate examples with theory.

## 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:

**ULO1:** Differentiate between commercial and social marketing and outline the scope of social marketing, seeking out new ideas and opportunities

**ULO2:** Examine the needs of others in society and the range of prospective challenges, including environmental sustainability, where social marketing has an impact.

**ULO3:** Critically analyze, discuss, and evaluate social marketing strategies and use secondary research skills to collect, collate and integrate examples with theory

**ULO4:** Integrate social marketing theories and relevant analysis to solve sustainability challenges and justify your solution through the use of written and oral skills both as an individual and as a group.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Essay</a>	40%	No	Week 7
<a href="#">Project</a>	60%	No	Weeks 2-13

### Essay

Assessment Type **1**: Essay

Indicative Time on Task **2**: 16 hours

Due: **Week 7**

Weighting: **40%**

This is an individual assessment task. Students are required to apply theoretical and practical knowledge to analyse and solve challenges confronting social marketing. The essay will assess students' ability to apply theory and critique a social marketing campaign and communicate their thoughts and ideas via a written essay. The essay should focus on the key issues identified and must specifically address the questions posed.

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
- Examine the needs of others in society and the range of prospective challenges, including environmental sustainability, where social marketing has an impact.

### Project

Assessment Type **1**: Project

Indicative Time on Task **2**: 24 hours

Due: **Weeks 2-13**

Weighting: **60%**

This group assessment task targets the development of students' critical thinking and problem-solving skills and encourages students to understand the complex nature of a contemporary social, environmental or health issue. The group project will assess students' ability to construct a sustainable, creative solution in response to an identified issue and utilise and academic rigour in the production of an acceptable, formal response to the issue. The group project consists of a group presentation (50%) and an individual portfolio(50%).

On successful completion you will be able to:

- Critically analyze, discuss, and evaluate social marketing strategies and use secondary research skills to collect, collate and integrate examples with theory
- Integrate social marketing theories and relevant analysis to solve sustainability challenges and justify your solution through the use of written and oral skills both as an individual and as a group.

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<sup>1</sup> If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

<sup>2</sup> Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

## Delivery and Resources

**Lectures and Tutorials:** • This unit consists of 3 hours of teaching per session, one 2 hour lecture and one 1 hour tutorial.

**Required Reading: Textbook** (an electronic pdf version will be made available free of charge on the unit's iLearn website)

- 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., Delucchi, K., Lakon, C.M. and Prochaska, J.J. (2016). Randomised Controlled Trial Evaluation of Tweet2Quit: A Social Network Quit-Smoking Intervention. *Tobacco Control*, pp.tobaccocontrol-2015.
- Rothschild, 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.
- Van Cappellen, P., Rice, E.L., Catalino, L.I. and Fredrickson, B.L. (2018). Positive Affective Processes Underlie Positive Health Behaviour Change. *Psychology & Health*, 33, 1, 77-97.
- White, K., Habib, R. and Hardisty, D.J., (2019). How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, 83(3), pp.22-49.

**Required Viewing:** (links to these videos will be made available on the unit's iLearn website)

- 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>)

**Useful supplementary text on social marketing:** (available on loan from MQ library):

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

Lee, N.R. and Kotler, P. (2011). *Social Marketing: Influencing Behaviors for Good*, 4th edition, Sage, Thousand Oaks, California.

**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 have access to a personal computer, 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** (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)

- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/student-conduct>

## Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@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](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

## 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](https://ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@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/](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.