



# MKTG3009

## Social Change Marketing

Session 2, Special circumstances 2021

*Department of Marketing*

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#### **Disclaimer**

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#### **Session 2 Learning and Teaching Update**

The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already know if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of [units with mandatory on-campus classes/teaching activities](#).

Visit the [MQ COVID-19 information page](#) for more detail.

## General Information

Unit convenor and teaching staff

Unit Convenor

Lauren Gellatly

[lauren.gellatly@mq.edu.au](mailto:lauren.gellatly@mq.edu.au)

Contact via email

To ensure I am available when you need me, consultation is by appointment. Please email.

Credit points

10

Prerequisites

40cp at 2000 level or above including MKTG2002 or MKTG202

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 with a focus on ethical aspects.

**ULO2:** Identify the need for a social marketing intervention using secondary data.

**ULO3:** Develop a social marketing campaign to promote social welfare.

## General Assessment Information

### Late submissions of assignments

Sometimes unavoidable circumstances occur that might prevent you from submitting an assignment on time and, in that case, you may be eligible to lodge a [Special Consideration request](#).

Unless a [Special Consideration request](#) has been submitted and approved, please note that no extensions to assignment deadlines will be granted. Assignments that are submitted late will attract a late penalty:

1. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late.
2. No assignment will be accepted more than 72 hours after the due date and time (incl. weekends) after the original due date.
3. No late submissions will be accepted for timed assessments (e.g., quizzes, online tests) or for tasks with a weighting of 10% or less of the total unit assessment.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Individual Ethics Assessment</a>	30%	No	Week 4
<a href="#">Individual Problem Identification Assessment</a>	30%	No	Week 7
<a href="#">Group Creative Production</a>	40%	No	Weeks 10-13

### Individual Ethics Assessment

Assessment Type <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 10 hours

Due: **Week 4**

Weighting: **30%**

Students are required to submit a 1000 word written piece of work examining the differences between social and commercial marketing including, but not limited to, ethical standards.

On successful completion you will be able to:

- Differentiate between commercial and social marketing with a focus on ethical aspects.

## Individual Problem Identification Assessment

Assessment Type <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 10 hours

Due: **Week 7**

Weighting: **30%**

Students are required to submit a 1000 word report detailing the need for a social marketing intervention based on secondary data.

On successful completion you will be able to:

- Identify the need for a social marketing intervention using secondary data.

## Group Creative Production

Assessment Type <sup>1</sup>: Creative work

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **Weeks 10-13**

Weighting: **40%**

Students work in teams to plan a proposed social marketing intervention to be presented before the class. It is a 20 minute presentation followed by a 5 minute Q&A (30%). The presentation is accompanied by an individual 500 word written reflection per member (10%).

On successful completion you will be able to:

- Develop a social marketing campaign to promote social welfare.

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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

### DELIVERY

**Students will be required to attend weekly tutorials either online or face to face, as is indicated by their class registration and current university policy in response to government health guidelines.**

**Lectures will be pre-recorded and available on iLearn each week.**

Required 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 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.

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.

Optional textbook is available free of charge through iLearn.

### TECHNOLOGY NEEDS

Students will need to be familiar with a web browser to access the unit web page and resources.

Students will require a device which can record both audio and video in order to participate in Zoom-based classes and film their presentations. Video editing software will be required. Links to

free options are available in the relevant assignment guide.

## Unit Schedule

Please refer to iLearn.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). 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](#)

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

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/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](https://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](https://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](http://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.

## Changes from Previous Offering

### Unit Learning Outcomes

Unit Learning Outcomes have been updated.

### Assessments

Assessment tasks no longer include the folio portion. Individual submissions have been changed. Updated presentation marking criteria have been implemented.