MKTG309
Social Marketing and Sustainability

D2 2012

Marketing and Management

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General Information

Unit convenor and teaching staff
Unit Convenor
Cynthia Webster
cynthia.webster@mq.edu.au
Contact via cynthia.webster@mq.edu.au

Credit points
3

Prerequisites
24cp

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://students.mq.edu.au/important-dates

Learning Outcomes

1. Differentiate between commercial and social marketing, seeking out new ideas and opportunities.
2. Demonstrate awareness of social responsibility and become familiar with the range of issues where social marketing has an impact.
3. Appreciate the characteristics and needs of others in society and understand prospective challenges to social issues including environmental sustainability.
4. Critically analyse, discuss, and evaluate social marketing strategies and use secondary research skills to collect, collate and integrate examples with theory.
5. Apply marketing techniques and theories to develop creative solutions to social problems acknowledging the implications of managerial decisions on society.

6. 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

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Assignment</td>
<td>25%</td>
<td>Week 8</td>
</tr>
<tr>
<td>Group Presentation</td>
<td>25%</td>
<td>Week 3 - 13</td>
</tr>
<tr>
<td>Class Test</td>
<td>10%</td>
<td>Week 6</td>
</tr>
<tr>
<td>Final Examination</td>
<td>40%</td>
<td>University Examination Period</td>
</tr>
</tbody>
</table>

Individual Assignment

Due: **Week 8**

Weighting: **25%**

Submission - electronic submission via Turnitin

Extension - no extensions will be granted

Penalties - 50% penalty for every day late

What is required to complete the unit satisfactorily - students must achieve 50% overall to pass the unit

This Assessment Task relates to the following 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.

Group Presentation

Due: **Week 3 - 13**

Weighting: **25%**

Submission - oral presentation during tutorials
This Assessment Task relates to the following 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.

**Class Test**

*Due: Week 6*

*Weighting: 10%*

**Submission** - multiple choice test in lecture

**Extension** - no extensions will be granted

**Penalties** - receive 0 if unable to sit test

*What is required to complete the unit satisfactorily* - students must achieve 50% overall to pass the unit

This Assessment Task relates to the following Learning Outcomes:

- Differentiate between commercial and 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.

**Final Examination**

*Due: University Examination Period*

*Weighting: 40%*

**Examination conditions** - 3 hour exam with 10 minute reading time during University examination period

*What is required to complete the unit satisfactorily* - students must achieve 50% overall to pass the unit

This Assessment Task relates to the following Learning Outcomes:
• Differentiate between commercial and 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.

Delivery and Resources

Classes

• Lectures and Tutorials: http://www.timetables.mq.edu.au/
• This unit consists of 3 hours face-to-face teaching per week, one 2 hour lecture and one 1 hour tutorial.

Prizes

None

Required and Recommended Texts and/or Materials

Required Text:


Additional/Recommended Reading:


Articles Related to Social Marketing


Specific Websites for Social Marketing

http://media.socialchange.net.au/planning_comms/guides.html 'A Short Course in Social Marketing', on the Novartis Foundation web site

http://foundation.novartis.com/social_marketing.htm

http://media.socialchange.net.au/strategy/

UK Centre for Social Marketing at the University of Strathclyde in the UK is worth a look. In particular check out their "Social Marketing - A Synopsis", at http://www.marketing.strath.ac.uk/cms/about/synopsis.htm

Other Recommended Reading

- In addition to the required text and suggested readings above, you should familiarise yourself with the relevant academic journals, including:
  - Journal of Marketing
  - Journal of Consumer Research
  - Journal of Nonprofit & Public Sector Marketing
  - International Journal of Nonprofit and Voluntary Sector Marketing
  - Journal of Public Policy & Marketing

Recommended Research Databases

You should also access key research databases available for access through the library. Databases recommended for your study in marketing management include:

- Ebscohost: Academic Search Elite, Business Source Premier
- Wiley Interscience
- Global Market Information Database
- Google Scholar (only when logged in via the Macquarie University website)
- Ulrich International Periodicals (for peer-reviewed journal checking)

Technology Used and Required

- Students are required to use power point, word processing and iLearn.

Unit Web Page

- 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

Learning and Teaching Activities

This unit employs a combination of lectures and tutorials. You are expected to attend all lectures and all tutorials and to contribute to the discussions that are encouraged in tutorials. To make the best contribution, and to receive the greatest benefit from this unit, you are expected to be alert outside lectures and tutorials for every-day applications of the social marketing principles discussed in lectures and tutorials.
## Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading</th>
<th>Tutorial Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Topic: Introduction to the Unit &amp; Defining Social Marketing</td>
<td>Ch 1 Rothschild (1999)</td>
<td>No face-to-face tutorials</td>
</tr>
<tr>
<td>2</td>
<td>Topic: Strategic Marketing Process &amp; Discovering Keys to Success</td>
<td>Ch 2 &amp; Ch 3</td>
<td>Group formation &amp; allocation of tutorial topics, Briefing on assessment requirements,</td>
</tr>
<tr>
<td>3</td>
<td>Market Research Needs &amp; Internal and External Environments</td>
<td>Ch 4 &amp; Ch 5</td>
<td>Guidance on research, referencing &amp; Turnitin, Individual assignment topics approved, Group work: Background &amp; SWOT</td>
</tr>
<tr>
<td>4</td>
<td>Target Markets &amp; Goals and Objectives</td>
<td>Ch 6 &amp; Ch 7</td>
<td>Group work: Target audience, goals &amp; objectives</td>
</tr>
<tr>
<td>5</td>
<td>Barriers, Benefits and the Competition</td>
<td>Ch 8 Sheth et al. (2011)</td>
<td>Group presentation: SWOT, target audience, goals &amp; objectives</td>
</tr>
<tr>
<td>6</td>
<td>CLASS TEST in LECTURE &amp; Review INDIVIDUAL Assignment</td>
<td>Review readings</td>
<td>Group work: Barriers, benefits &amp; the competition</td>
</tr>
<tr>
<td>7</td>
<td>Positioning</td>
<td>Ch 9</td>
<td>Group presentation: Barriers, benefits &amp; the competition</td>
</tr>
<tr>
<td></td>
<td>NO LECTURE FRIDAY due to Conception Day</td>
<td></td>
<td>MID-SEMETER BREAK</td>
</tr>
<tr>
<td>8</td>
<td>Product Platform</td>
<td>Ch 10</td>
<td>Group work: Product platform</td>
</tr>
<tr>
<td></td>
<td>Individual Assignment DUE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Pricing &amp; Distribution</td>
<td>Ch 11 &amp; Ch 12</td>
<td>Group work: Price &amp; place</td>
</tr>
<tr>
<td>10</td>
<td>Promotion</td>
<td>Ch 13 &amp; Ch 14</td>
<td>Group presentation: Product, price &amp; place</td>
</tr>
<tr>
<td>11</td>
<td>Monitoring &amp; Evaluation</td>
<td>Ch 15</td>
<td>Group work: Promotion</td>
</tr>
<tr>
<td>12</td>
<td>Budgets, Funding &amp; Implementation</td>
<td>Ch 16 &amp; Ch 17</td>
<td>Group presentation: Promotion</td>
</tr>
<tr>
<td>13</td>
<td>REVISION</td>
<td>Chs 1 - 17</td>
<td>Review unit material for final exam</td>
</tr>
</tbody>
</table>
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:


In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at [http://www.mq.edu.au/policy/docs/academic_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

Grading Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/

Special Consideration Policy

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

http://www.mq.edu.au/policy/docs/special_consideration/policy.html

Student Support

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at: http://students.mq.edu.au/support/.

UniWISE provides:

• Online learning resources and academic skills workshops http://www.mq.edu.au/learning_skills/
• Personal assistance with your learning & study related questions.
• The Learning Help Desk is located in the Library foyer (level 2).
• Online and on-campus orientation events run by Mentors@Macquarie.

Student Enquiry Service

Details of these services can be accessed at http://www.student.mq.edu.au/ses/.

Equity Support

Students with a disability are encouraged to contact the Disability Support Unit who can provide appropriate help with any issues that arise during their studies.

IT Help

If you wish to receive IT help, we would be glad to assist you at http://informatics.mq.edu.au/help/.

When using the university’s IT, you must adhere to the Acceptable Use Policy. The policy applies
Graduate Capabilities

Creative and Innovative
Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcome

- Apply marketing techniques and theories to develop creative solutions to social problems acknowledging the implications of managerial decisions on society.

Assessment task

- Group Presentation

Engaged and Ethical Local and Global citizens
As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

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.
- Apply marketing techniques and theories to develop creative solutions to social problems acknowledging the implications of managerial decisions on society.

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

• Differentiate between commercial and 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.
• Apply marketing techniques and theories to develop creative solutions to social problems acknowledging the implications of managerial decisions on society.

Assessment task

• Individual Assignment

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

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 Assignment
• Group Presentation

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

• Differentiate between commercial and 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.

• Apply marketing techniques and theories to develop creative solutions to social problems acknowledging the implications of managerial decisions on society.

Assessment tasks

• Individual Assignment
• Group Presentation

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, 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.
• 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

• Class Test
• Final Examination

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**

- Individual Assignment
- Final Examination

**Research and Practice**

- This unit uses research from external sources (see references listed above)
- This unit gives you practice in applying research findings in your assignments
- This unit gives you opportunities to conduct your own secondary research