MKTG309
Social Marketing and Sustainability
S1 Day 2016
Dept of Marketing and Management

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## General Information

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Credit points
3
Prerequisites
39cp

Corequisites

Co-badged status

Unit description
Unlike commercial marketing which seeks to simplify changes in purchasing patterns, social marketing seeks to change strongly ingrained behaviours 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://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 apply marketing techniques and theories to develop creative solutions to social problems acknowledging the implications of managerial decisions on society.
- 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.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
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<tbody>
<tr>
<td>Participation</td>
<td>10%</td>
<td>Week 1 through Week 13</td>
</tr>
<tr>
<td>Name</td>
<td>Weighting</td>
<td>Due</td>
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<td>-----------------------</td>
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<tr>
<td>Creative Production</td>
<td>30%</td>
<td>Week 5 through Week 12</td>
</tr>
<tr>
<td>Individual Assignment</td>
<td>20%</td>
<td>Thursday 28 April at 10pm</td>
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<tr>
<td>Final Exam</td>
<td>40%</td>
<td>Formal examination period</td>
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## Participation

**Due:** Week 1 through Week 13  
**Weighting:** 10%

Students are required to expected to participate actively whilst taking this unit. Participation can involve participating during tutorials, and in the pilot research project evaluating social marketing messages. The more you participate, the more likely you are to gain a better mark for participation.

**Note that students are expected to attend at least 10 of the 11 face-to-face tutorials during the semester.**

- **In tutorials** students will be encouraged to participate in discussions regarding the weekly tutorial class activities. Students will also be asked to assist tutorial groups in developing social marketing campaigns for their creative productions. After listening carefully to other tutorial presentations, students have the opportunity to participate by acting as a sounding board providing immediate feedback on aspects of others’ work as well as providing guidance for future direction, points of clarification and suggestions for improvement.

- **In the pilot research project.** Helen Siuki will be conducting a pilot research project in which students of MKTG309 will be invited through Facebook to view different social marketing messages and answers survey questions relating to these. Details will be presented to students in the first tutorial.

- **In online forums.** Teaching staff will post on iLearn discussion topics each week regarding relevant social marketing topics and students will have the opportunity to comment and engage in discussion and debate regarding these topics.

Students also have the opportunity to participate in the lectures:

- **In lectures** students can answer questions posed, ask interesting questions and provide deep insights regarding the lecture materials.

On successful completion you will be able to:
• 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.

Creative Production

Due: **Week 5 through Week 12**
Weighting: **30%**

In week 2 (the first tutorial), you will form into groups of 4-6 students. Your Tutor will then allocate your group a topic that your group will work on for the remainder of the tutorials.

- **Every group member must sign a group contract in week 3** indicating the presentation section and week for which they are responsible.
- **Every group member must take a co-leadership role for one section** which means that everyone will present one of the sections and upload material to iLearn.
- **Every group member must complete a peer evaluation** for each member of the group indicating their level of contribution to the overall group work.

The topic your group is allocated for the semester will be graded in **three sections** each worth 10 marks based on the quality of the material created and presented.

**ALL group members must attend ALL three of the tutorials in which their group presents.**

All creative production materials must be uploaded to iLearn prior to the tutorials in which their group presents.

No late material will be accepted. No extensions will be granted. **Students who have not submitted the task prior to the deadline or who do not attend the tutorials in which their group presents will be awarded a mark of 0 for the task**, except for cases in which an application for Disruption to Studies is made and approved.

On successful completion you will be able to:

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

**Individual Assignment**

**Due:** Thursday 28 April at 10pm  
**Weighting:** 20%

Students investigate a social, health or environmental issue of their choice. The area of investigation must be approved by your tutor in Week 3.

Students gather multiple forms of digital content related to their approved issue and write a case study report. The digital content can be written documents in the form of academic journal articles, newspaper articles, industry or government reports, web links, images, sound or video clips.

In **WEEK 7** no later than **10:00pm** in the **EVENING** Thursday 28 April students must:

- submit their case study to Turnitin AND post their case study to the iLearn case study discussion board.

No hardcopies will be accepted. 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 (for example, 25 hours late in submission - 20% penalty). This penalty does not apply for cases in which an application for disruption to studies is made and approved.

On successful completion you will be able to:

- Differentiate between commercial and social marketing and apply marketing techniques and theories to develop creative solutions to social problems acknowledging the implications of managerial decisions on society.
- 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:** Formal examination period  
**Weighting:** 40%

The duration of the exam is 3 hour plus 10 minutes held during the university’s exam period.
The final exam is comprehensive covering all materials in lecture, tutorials, textbook, videos and readings. The final exam is long essay format.

Failure to take the final exam will result in 0 out of 40 marks. Students who miss the final exam due to illness will need to lodge an online disruption to studies application with supporting documentation in order to be considered for a supplementary final exam.

On successful completion you will be able to:

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


Required Reading: Journal Articles

• Duhachek, A., Agrawal, N. and Han, D. (2012). Guilt versus Shame: Coping, Fluency,


**Required Viewing:**

- Drive: The Surprising Truth about What Motivates Us by Dan Pink ([http://www.youtube.com/watch?v=u6XAPnuFjJc](http://www.youtube.com/watch?v=u6XAPnuFjJc))

**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](http://ilearn.mq.edu.au)
- The timetable for this unit can be accessed from this portal: [http://timetables.mq.edu.au](http://timetables.mq.edu.au)

**Unit Schedule**

Refer to the unit *iLearn* website

**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:

Grading Policy prior to Session 2 2016 [http://mq.edu.au/policy/docs/grading/policy.html]


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/]

https://unitguides.mq.edu.au/unit_offerings/59418/unit_guide/print
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 apply marketing techniques and theories to develop creative solutions to social problems acknowledging the implications of managerial decisions on society.
• Critically analyse, discuss, and evaluate social marketing strategies and use secondary research skills to collect, collate and integrate examples with theory.

Assessment tasks

• Participation
• Creative Production
• Individual Assignment
• 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

• Participation
• Creative Production
• Individual Assignment
• 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

• Creative Production
• Individual Assignment
• 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

- Creative Production
- Individual Assignment
- Final Exam

Changes from Previous Offering

Changes from Semester 3 2015:

- Different topics for Creative Productions
- Final Exam re-introduced

Research and Practice

This unit uses research from internal & external sources:

Required Reading: Textbook


Required Reading: Journal Articles


Required Viewing:

- 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)

This unit gives you practice in applying research findings in your assignments
This unit gives you opportunities to conduct your own secondary research