



MKTG309

Social Marketing and Sustainability

S1 Day 2019

Department of Marketing

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Coordinator / Lecturer

Cynthia Webster

cynthia.webster@mq.edu.au

Contact via email

4ER 640

by appointment

Credit points

3

Prerequisites

39cp at 100 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:

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 analyze, 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

Activities	Hours
Weekly lectures and tutorials	38
Assessment Task 1 (Creative Production)	15
Assessment Task 2 (Final Exam)	3
Readings, videos and self-study	25
Total number of hours	81

Assessment Tasks

Name	Weighting	Hurdle	Due
Creative Production	60%	No	From tutorial 3
Final Exam	40%	No	Exam period

Creative Production

Due: **From tutorial 3**

Weighting: **60%**

Task Description: This assessment targets development of students' critical thinking and problem solving skills and encourages students to:

- Understand the complex nature of contemporary social, environmental and health issues.
- Provide a critical perspective of the academic literature on a topic
- Construct a sustainable, creative solution in response to the issue
- Utilise and conform to the principles of academic rigour in the production of an

acceptable, formal response to the issue. Type of Collaboration: Individual and Group
Submission: Submit Individual proposals via Turnitin link on iLearn. Present Group Work in
Tutorials. Format: Please refer to the iLearn Unit page Length: 2 x 800 -1000 word proposals
and 2 x 10 -15 minute group presentations Inherent Task Requirements: None Late
Submissions:

Late proposals must also be submitted through Turnitin. No extensions will be granted. There will be a deduction of 20% of the total available marks (i.e. 3 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 incurs a 40% or 6 marks penalty). Late submissions will be accepted up to 72 hours after the due date and time. This penalty does not apply for cases in which an application for Special Consideration is made and approved.

Students who do not attend both group presentations will receive 0 marks, except for cases in which an application for Special Consideration is made and approved. Students with approved Special Consideration will be required to give an individual oral presentation to the unit convenor to make-up for their absence.

Note: applications for Special Consideration Policy must be made within 5 (five) business days of the due date and time.

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.
- Appreciate the characteristics and needs of others in society and understand prospective challenges to social issues including environmental sustainability.
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Final Exam

Due: **Exam period**

Weighting: **40%**

Task Description: A final examination is included as an assessment task for this unit to provide assurance that: (i) the product belongs to the student and ii) the student has attained the knowledge and skills tested in the exam. **Type of Collaboration:** Individual **Submission** You are expected to present yourself for examination at the time and place designated in the University Examination Timetable **Format** Details given in the Week 13 lecture. **Length** 3 hours **Inherent Task Requirements** None **Late Submissions** Please see Assessment Policy Schedule 4

On successful completion you will be able to:

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Delivery and Resources

Lectures and Tutorials: • This unit consists of 3 hours face-to-face 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 (students are required to source pdf versions of the following articles from the Macquarie University library)

- 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.
- Lim, W.M. (2017). Inside the Sustainable Consumption Theoretical Toolbox: Critical Concepts for Sustainability, Consumption, and Marketing. *Journal of Business Research*, 78, 69-80.
- 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.
- Rothschilds, 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.

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>

Unit Schedule

For a detailed weekly schedule refer to the iLearn page for this unit which can be found at:
<https://ilearn.mq.edu.au/login/MQ/>

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) (<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.)

Undergraduate 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 or if you are a Global MBA student contact 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) 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

If you are a Global MBA student contact 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/.

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.
- Demonstrate awareness of social responsibility and become familiar with the range of issues where social marketing has an impact.
- Critically analyze, 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
- 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

- Differentiate between commercial and social marketing and outline the scope of social marketing, seeking out new ideas and opportunities.
- Appreciate the characteristics and needs of others in society and understand prospective challenges to social issues including environmental sustainability.
- Critically analyze, discuss, and evaluate social marketing strategies and use secondary research skills to collect, collate and integrate examples with theory.
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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 analyze, discuss, and evaluate social marketing strategies and use secondary research skills to collect, collate and integrate examples with theory.
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Assessment tasks

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- 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

- 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.

Assessment tasks

- Creative Production
- Final Exam

Email Etiquette: About consultation with your tutors and/or unit coordinator/lecturer

Email Etiquette: Consultation with your subject coordinator and/or teachers via email

You must use your formal Macquarie University student email when communicating with teaching staff. Teaching staff will not respond to messages sent from a personal email account.

Your teachers receive a very large number emails each day. Before sending an email to teaching staff 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.

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 or by telephone? This may be the case if your query requires a lengthy response or a dialogue in order to address. If so, see consultation times above and/or schedule an appointment or see your tutor/lecturer in class.
- 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. If the matter is urgent, you may wish to telephone the Teaching Staff whose contact details are given in this subject outline or contacting the Department.
- 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.

Research and Practice

- This unit uses research by Macquarie University researchers
- This unit uses research 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