

School of Marketing and International Business

MARK 316 SOCIAL MARKETING

Trimester One 2008

COURSE OUTLINE

Contact Details

Course Coordinator: Dr Janet Carruthers

Senior Lecturer in Marketing,
Room 1119, Rutherford House, Telephone 4636917
Email janet.carruthers@vuw.ac.nz.

Dr Carruthers is located in Rutherford House 1119 for student questions and discussions
10.30 – 12.30 pm on Tuesdays

Arrange an appointment if you would like to discuss Mark 315 outside of these hours.

Lectures and Tutorials

Lectures will take place at the following times:

Tuesday	1.30 - 3.30 pm	in GBLT3
Wednesday	12.30 - 1.30 pm	in GBLT3

Tutorials will commence in week 3 of the course. Tutorial times to be confirmed and finalised during the first week of class.

Course Objectives

- Understand the scope of social marketing and how it relates to other areas of marketing
- Appreciate how effective social marketing campaigns achieve desired social objectives
- Discuss why behaviour change is often difficult and the need to invest in long-term strategies
- Understand and apply the relevant theoretical frameworks that social marketers use to understand consumer motivations and reasoning
- Understand and apply the principles of marketing communication and persuasion in order to effectively influence targeted audiences and achieve objectives
- Describe ways the effectiveness of campaigns can be measured and understand the difficulties that may be encountered

Readings

The prescribed text for the course is: *Donovan, R & Henley, N. (2003) Social Marketing: Principles and Practice, Melbourne, IP Communications*. The text is available in the Vic Bookshop. Additional texts and journal articles will be used throughout the course.

Purchase points: The course text is available for purchase at VUBC, at either the Kelburn or Pipitea campus. Additional materials such as case studies, readings etc will be made available to course participants during the course. It is expected that reading of relevant chapters of the text, as on the course outline, will be done prior to commencement of the week's lectures for which the reading relates.

Course Content 2008

Week	Lecture	Tutorials & Assessment Due Dates	Chpt
Week 1	Introduction to the course Defining social marketing	No tutorials Task: Sign up for tutorials	1
Week 2	Principles of marketing	No tutorials	2 & 10
Week 3	Analysing the social marketing environment	Tutorial 1	3
		Group Work	
Week 4	Principles of communication and persuasion	Tutorial 2	4
		Presentation of Group Project	
Week 5	Models of attitude and behaviour change <i>Guest speaker Jayne Krisjanous</i>	No tutorials	5
Week 6	Social marketing research methods <i>Guest speaker Jayne Krisjanous</i>	Tutorial 3	6 & 9
		Group Work	
Week 7	Planning and developing a social marketing campaign	Tutorial 4	13
		Group Work Assignment Due: Hand in Individual essay	

	- MID TERM BREAK -		
Week 8	Using the media in social marketing	Tutorial 5	11
		Presentation of Group Project	
Week 9	Who is the competition in social marketing?	Tutorial 6	8
		Group Work	
Week 10	Sponsorship & Exam revision	No Tutorial Assignment Due: Hand in Group Project	12
Week 11	Ethical issues and social marketing GROUP PRESENTATIONS take place within the Tuesday lecture	No tutorials	n/a
Week 12	GROUP PRESENTATIONS take place within the Tuesday lecture	No tutorials	n/a

Guests

Additional guest lecturers will be announced as the course progresses.

Expected Workload

In addition to classroom hours (lectures and tutorials) you should expect to spend about **14 hours per week** in reading, tutorial preparation, assignments and thinking about the course material. It is vital that you come to all course lectures and tutorials prepared. This will enable you to achieve the objectives for the course on an individual level and also help promote an effective learning environment for the course group as a whole. While lecture notes will be available on the course website, these cannot be used as a substitute for coming to lectures or tutorials.

Assessment

MARK 315 is assessed by an external examination (40%) and internal work (60%). Assessment is structured as follows:

Assessment component	Date Due	Weighting
Final Exam - Closed book, 3 hour exam. <i>The Mid Year Exam period runs 2nd June to 25 June.</i>	Date of the exam to be announced <i>Note: Students must be available during the entire examination period.</i>	40%
Individual Essay	Week 7: Friday 11th April	25%
Group Project Presentation	Week 4 within tutorial session	5%
Group Project Presentation	Week 8 within tutorial session	5%
Group Project	Week 10: Friday 16 th May	15% (shared mark)
Final Group Project Presentation	Weeks 11 and 12: Wednesday 20 th and 27 th May	10%
		100%

Post the **individual essay** in the marketing assignment box labeled MARK 316: Social Marketing located in Rutherford House mezzanine level by **12 noon on the due date**. The box will be emptied at **12.05**. **NOTE:** Any work received after 12pm will be deemed late and incur penalties.

The **group project** must be **signed in** by one member of the group at the Course Coordinators office by **12 noon** on the day they are due. Any work received after 12pm will be deemed late and incur penalties.

Penalties

- Late Penalty:** In fairness to other students, work submitted after the deadline (12 noon on the due date) will incur a penalty for lateness. Late assignments will carry a penalty of **5% for each day late**. In the event of unusual circumstance e.g. serious illness, family bereavement, students should discuss waiver of the penalty with the course lecturer.
- Word Count:** Clear word count limits are stated for these assignments. Failure to adhere to these limits will incur a penalty of **2.5% for each 500 words** over the limit.
- Referencing:** Proper and accurate referencing is required in these assignments. Students are encouraged to use the lectures or tutorials for example, or by the lecturer/tutor concerned at a pre-arranged time and place. 'SMIB Guidelines for Written Material and Referencing' for information as to how to present, submit, organize and reference their work. These guidelines, including examples of appropriate essay, report, and academic research formats are contained in this course outline.
- Returning Assignments:** Where possible assignments will be returned to students in class (during lectures or tutorials for example), or by the lecturer/tutor concerned at a pre-arranged time and place. In accordance with University policy all uncollected assignments will be held

by the SMIB office (RH 1121) for three months following the end of term, and then disposed of.

Mandatory Course Requirements

To pass MARK 316, students must

1. Submit both written assignments on time as outlined in the assessment section.
2. Attend and present work as outlined in the assessment section.
3. Attend at least five of the six tutorials.
4. Achieve a minimum grade of 40% in the final examination.

Failure to meet these requirements will mean that you will receive a K if your course mark exceeds 50, otherwise a D or E.

PLEASE NOTE: Failure to meet mandatory course requirements will mean that you will receive an ungraded "Fail" for the course, whether or not you choose to sit the final examination.

Group Work Information

Teamwork

The group project is a major focus of the course and as such teamwork is encouraged. Within any business environment teams and team working have become essential elements in problem solving and in helping business move forward into the future. As complexities increase, solutions themselves become more complex. Individual working is less efficient than the collaboration of several individuals' creativity. In situations that require a combination of multiple skills, experiences and judgments, a team achieves better results than individuals working within confined job roles and responsibilities. Different persons with different backgrounds can find something new. It is anticipated that you will develop skills in the areas of listening to others, decision-making and negotiation.

The Group Project

YOU are going to design and test your own social marketing campaign. Your group will need to demonstrate that you have understood the public's attitudes, recognised society's trends, and reconciled your concerns with the concerns of your audience and build your social marketing campaign.

Group composition

At the end of **week four** you will be asked to organise yourselves into groups of not more than five and submit names and contact details of your group members to the course leader. Group details will be placed on the blackboard site later in the week. As a participant of MARK 309 you should be available for core course hours to facilitate the activities on the course. It is also likely that you will also need to arrange times to meet outside these hours however to discuss group issues. Thus it is important that you establish ways of contacting each other as quickly as possible.

Starting the group project

A suggested approach to get started would involve meeting with your team as early as possible to discuss the nature and scope of the project you wish to undertake. Issues to consider may include: Is the project feasible given the time frame you are working within? Is the sample easily available? Do you want to use more than one data collection tool? By **week 5** your group will be expected to give the first of three presentations. At the tutorial session **week 8** the group is expected to outline in much detail as possible your social marketing campaign your progress to

be followed by questions from the other groups. Each member of the group must be in attendance at these presentations. Ensure that you plan the timing of your presentations as well as the content. **The final presentation takes place week 10 of the course, within the lecture.**

Group Project Format. More details will be provided as the course progresses but here are the basics. There are **six basic steps** in the social marketing process. Although you will cover some aspects in your preliminary thinking in your group meetings, it is important to use a methodical approach to ensure everything is covered thoroughly. Every step should be committed to paper for future reference:

Step 1 - Getting Started

Define your issue and research its key details. Learn all you can about the subject. Then assess your resources, the things in your favour. Remember public attitudes and society's trends as you do this.

Step 2 - Planning And Developing Your Strategy

Identify your target audience, establish your goals and objectives, identify the benefits to you and your audience, and select the techniques you'll use to assess your progress. You must be very careful at this stage. Being honest with yourself and realistic about your objectives is essential.

Step 3 - Develop Your Materials And Activities

Decide what your message will be. Then plan the media activities, special events and other promotions that will help communicate the message. **CREATIVITY PLEASE!**

Step 4 - Write Your Communications Plan

This is the 'make or break' point. Carefully review everything you've done so far and note the following: issue; goal; objectives; target audience; benefits to audience; delivery methods; resources; potential problems; indicators of success; and assessment methods. Then set a manageable time frame for the program. This is your road map. It must be written down.

Step 5 - Implement The Plan (pilot study)

Prepare the launch of your campaign. Conduct a pilot study and revise the campaign as necessary.

Step 6 - Measure Your Results

Here's where you find out if it worked. Write an honest, detailed assessment report. This can help pinpoint both the weak and strong points for any future campaigns. Although we will not have time for the plans to go 'live' with respect to a large population it is expected that pilot studies you have undertaken will inform your results and the 'look' of the final campaign.

CREATIVITY AND IMAGINATION is an ESSENTIAL aspect of the group project!

Group Project Ideas

Listed below are some possible areas of interest for your group to investigate. They are only intended as ideas and you should not feel obliged to use them. As a group you should discuss a few research possibilities and talk it over with your tutor. The course coordinator will grant permission for the research to take place once the tutors have informed them of their tutorial groups intended research themes.

Social Marketing areas that may be of interest are listed below but feel free to choose your own topic!

Heavy/binge drinking

Obesity/healthy eating

Fruit and vegetable intake

Gambling

Sun safety

Waste reduction – reduce, re-use and recycle

Environmental issues/ Wildlife habitat protection

Water conservation

Road safety

Organ donation

Blood donation

Saving for your future

Communication of Additional Information

All important information regarding the course will be posted on the **MARK 316 Blackboard website** (www.blackboard.scs.vuw.ac.nz). Lecture notes will be available on Blackboard.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building on the ground floor (EA005). This counter is the first point of contact for :

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to <http://www.victoria.ac.nz/home/about/policy/default.aspx>

For information on the following topics, go to the Faculty's website www.victoria.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 6015. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.