

School of Marketing and International Business

MARK 316 SOCIAL MARKETING

Trimester One 2009

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 316 outside of these hours.

Trimester Dates

Monday March 2 – Wednesday July 1 2009 (Examination period Friday June 12 – Wednesday July 1 inclusive)

Lectures and Tutorials

Lectures will take place at the following times:

Monday	2.40 - 3.30 pm	in GBLT2
Thursday	2.40 - 4.30 pm	in GBLT2

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

Withdrawal dates: Information available via

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

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 Learning Objectives

By the end of this course, students should be able to:

1	Explain the scope of social marketing and how it relates to other areas of marketing (final examination)
2	Summarise how effective social marketing campaigns achieve desired social objectives (essay and project)
3	Interpret why behaviour change is often difficult and the need to invest in long-term strategies (essay and project)
4	Utilise the relevant theoretical frameworks available to social marketers to understand consumer motivations and reasoning (essay and project)
5	Use the principles of marketing communication and persuasion in order to effectively influence targeted audiences and achieve objectives (essay and project)
6	Critique ways the effectiveness of campaigns can be measured and explain the difficulties that may be encountered. (essay)

Course Content 2009

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
		First presentation of the group project idea	
Week 5	Models of Attitude and Behaviour Change	No tutorials Assignment Due: Friday 3rd April Hand in Individual essay	5
Week 6	Social Marketing Research Methods	Tutorial 3	6 & 9
		Group Work	
	- Mid Term Break -		
Week 7	Planning and Developing a Social Marketing Campaign	Tutorial 4	13
		Group Work	
Week 8	Using the Media in Social Marketing	Tutorial 5	11
		Second presentation of the 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 Thursday lecture	No tutorial	n/a
Week 12	GROUP PRESENTATIONS	No tutorial	n/a

Guests

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. The Mid Year exams run from Friday 12 June to Wednesday 1 July.	Date of the exam to be announced <u>Students must be available during the entire examination period.</u>	40%
Individual Essay	Week 5: Friday 3rd April Due at 12 noon	25%
Group Project Presentation	Week 4: within tutorial session	5%
Group Project Presentation	Week 8: within tutorial session	5%
Group Project	Week 10: Friday 22nd May Due at 12 noon	15% <i>(shared mark)</i>
Final Group Project Presentation	Weeks 11 and 12: Final group project presentations within the lecture. 28th May and 4th June.	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

1. **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.
2. **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.
3. **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.
4. **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. Obtain a minimum mark 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.

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.