

School of Marketing and International Business

MARK 316
SOCIAL MARKETING

Trimester Two 2010

COURSE OUTLINE

Names and Contact Details

Course Coordinator: Dr Janet Carruthers, Senior Lecturer in Marketing

Office: Room 1119, Rutherford House, Telephone 463 6917

Email: janet.carruthers@vuw.ac.nz

Dr Carruthers is located in her office for student questions and discussions.

Office hours: 10.30 – 12.30 on Tuesdays. Arrange an appointment if you would like to discuss MARK 316 outside of these hours.

Trimester Dates

Teaching Period: Monday 12th July – Friday 15th October 2010

Study Period: Monday 18th October – Thursday 21st October 2010

Examination Period: Friday 22nd October – Saturday 13th November 2010 (inclusive)

Withdrawal from Courses:

Your fees will be refunded if you withdraw from this course on or before **23 July 2010**.

The last date for withdrawal from this course is the three-quarter point of the teaching period, **Friday 24 September**. After that date, permission to withdraw requires the permission of the Associate Dean (Students) as set out in section 8 of the Personal Courses of Study Statute <http://policy.vuw.ac.nz/Amphora!~policy.vuw.ac.nz~POLICY~000000001743.pdf>

To apply for permission, fill in the Late Withdrawal form available from either of our Student Customer Service Desks.

Class Times and Room Numbers:

Lectures:

Tuesday: 2.40 pm - 4.30 pm GBLT3

Wednesday: 2.40 pm - 3.30 pm GBLT3

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

Course Content



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
		<i>First Presentation of the Group Project idea</i>	
Week 5	Models of Attitude and Behaviour Change	No tutorials Assignment Due: Friday 13 th August <i>Hand in Individual essay</i>	5
Week 6	Social Marketing Research Methods	Tutorial 3	6 & 9
		Group Work	
MID TERM BREAK		23 August - 3 rd September	
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
		<i>Second presentation of the group project</i>	
Week 9	Who is the competition in social marketing?	Tutorial 6	8
		Group Work	
Week 10	Sponsorship & Exam revision	No Tutorial Assignment Due:	12

		Hand in Group Project Friday 1st October	
Week 11	Ethical issues and Social Marketing GROUP PRESENTATIONS - Takes place within Thursdays lectures	No tutorial	n/a
Week 12	GROUP PRESENTATIONS	No tutorial	n/a

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 Delivery

MARK 316

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.

Group Work

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 individual's 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 three** in the first tutorial 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.

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. 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.

Materials and Equipment

Additional materials such as case studies, readings etc will be made available to course participants during the course.

Assessment Requirements

MARK 316 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.	Date of the exam to be announced <u>Students must be available during the entire examination period.</u>	40%
Individual Essay	Week 5: <u>Friday 13th August 2010</u>	25%

	Due at 12 noon	
Assessment component	Date Due	Weighting
Group Project Presentation	Week 4: <i>within tutorial session</i>	5%
Group Project Presentation	Week 8: <i>within tutorial session</i>	5%
Group Project	Week 10: Friday 1 st October 2010 Due at 12 noon	15% <i>(shared mark)</i>
Final Group Project Presentation	Weeks 11 and 12: <i>Final group project presentations within the two hour lecture</i>	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.

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

Examinations

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

The final examination for this course will be scheduled at some time during the period:
Friday 22nd October – Saturday 13th November 2010 (inclusive)

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.

Class Representative

A class representative will be elected in the first class, and that person's name and contact details will be available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

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.

Use of Turnitin

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

For the following important information follow the links provided:

Academic Integrity and Plagiarism

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

General University Policies and Statutes

<http://www.victoria.ac.nz/home/about/policy>

AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support

http://www.victoria.ac.nz/home/about_victoria/avcademic/Publications.aspx

Faculty of Commerce and Administration Offices

<http://www.victoria.ac.nz/fca/studenthelp/>

Manaaki Pihipihinga Programme

http://www.victoria.ac.nz/st_services/mentoring/