

School of Marketing & International Business

MARK 316 SOCIAL MARKETING

Trimester One 2011

COURSE OUTLINE

Names and Contact Details

Dr Jayne Krisjanous (Course Coordinator)

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Office Hours

Jayne Krisjanous will be available in RH1118 (Rutherford House) on **Tuesdays 10.30 am to 11.30 am**, commencing Week 2. If you wish to meet outside of these hours please make an appointment.

Tutor Contact Details:

Contact details for all tutors will be available on Blackboard.

Trimester Dates

Please note the following dates for this trimester:

Teaching Period: Monday 28th February – Friday 3rd June

Study Period: Monday 6th June – Thursday 9th June

Examination Period: Friday 10th June – Saturday 2nd July (inclusive)

Withdrawal from Courses:

1. Your fees will be refunded if you withdraw from this course on or before 11th March 2011.
2. The standard last date for withdrawal from this course is 14th May 2011. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation

The application form is available from either of the Faculty's Student Customer Service Desks.

Guest Speakers

Guest speakers will contribute to the course. Sessions for which guest speakers are anticipated will be notified as the course progresses.

Class Times and Room Numbers

Lectures take place twice a week on **Tuesdays and Thursdays 9.30 am to 10.20 am**. All lectures will take place in RH LT3.

Tutorials

Six weekly one-hour tutorials commence in Week 3. The tutorial that takes place during Week 3 will involve group formation for the group project assignment. Attendance is compulsory. Likewise, the tutorial that takes place on Week 5 requires groups to present their proposed group topic, therefore attendance is compulsory.

Weeks 4, 7 and 9 are set aside for case analysis. You must attend **at least two** of these tutorials. The cases will be issued Week 2 of the course. At the start of **each tutorial** where a case study is being discussed, each student must hand in a **one page (A4 size)** hand written or typed summary answer for that tutorial.

The Week 8 tutorial is set aside for you and your group to talk to your tutor about the assignment and although optional, attendance is strongly recommended.

There will be a finite allocation of spaces to each tutorial. Sign-up for tutorials will occur via S-cubed. Instructions for using S-cubed will be provided in class and on the Blackboard site. The S-cubed site will be available on Blackboard from **10.30 pm Tuesday 1st March till 5 pm Friday 4th March**. Final student allocation to tutorial groups and rooms will be posted on Blackboard by the end of Week 2.

Course Content

This course introduces social marketing as the application of marketing concepts and other social change techniques to achieve both individual behaviour changes and societal structural changes in areas such as health, well-being and the wider environment.

Course Learning Objectives

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

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

Course Delivery

Course learning objectives will be met through attendance at lectures, presentations by guest speakers and students, course readings, participation in tutorial cases and the preparation of work for course assessment, both individually and in groups.

Course Schedule 2011 (subject to change)

Week	Lecture	Tutorials & Assessment Due Dates	Chapt
28 th Feb Week 1	Introduction to the Course Social Marketing and Social Change	No tutorials Sign up for tutorials	1
7 th Mar Week 2	Principles of Marketing Social Marketing and the Environment	No tutorials	2 & 3
14 th Mar Week 3	Advocacy and Environmental Change Principles of Communication and Persuasion	Tutorial 1 Group formation and project ideas	4 & 5

21 st Mar Week 4	Attitude and Behaviour Change Research and Evaluation	Tutorial 2 Case study 1	6 & 7
28 th Mar Week 5	Ethical Issues The Competition	Tutorial 3 Project topic presentation	8 & 9
Week	Lecture	Tutorials & Assessment Due Dates	Chapt
4 th Apr Week 6	Segmentation and Targeting The Marketing Mix	No tutorial Essay due on 8th April by 4pm	10 & 11
11 th Apr Week 7	Using the Media in Social Marketing Recap	Tutorial 4 Case study 2	12
	MID TERM BREAK	18th April - 1st May	
2nd May Week 8	Using Sponsorships in Social Marketing	Tutorial 5 Group project consultation	13
9 th May Week 9	Planning and Developing Campaigns Case study	Tutorial 6 Case study 3	14
16 th May Week 10	Group Presentations (compulsory attendance at these lectures)	No tutorial Hand in Group Project By 4pm Thursday 19th May	n/a
23 rd May Week 11	Group Presentations (compulsory attendance at these lectures)	No tutorial	n/a
30 th May Week 12	Review Exam Preparation	No tutorial	n/a

Note: There may be a need to revise some of these dates, depending on availability of guest speakers. Changes will be notified in class and/or on the Blackboard site.

Expected Workload

In addition to classroom hours (lectures and tutorials) you should expect to spend about **10 hours per week** over the fifteen week trimester 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 and provide a framework of the lecture only.

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.

Readings

The prescribed text for the course is:

Principles and Practice of Social Marketing (2nd Ed): An International Perspective

Authors: Donovan, R & Henley, N.

Publishers: IP Communications, Melbourne

Year of Publication: 2010

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. The course will be drawing on a number of sources and texts. Additional materials such as case studies and readings will be made available to course participants during the course. Copies of the course text have been deposited in the Commerce Library; however, you are strongly advised to purchase the course text.

Materials and Equipment

No additional materials or equipment are necessary for this class or the final examination.

Assessment Requirements

The final grade will be determined 50% on internal assessment and 50% on the final examination. The five items of assessment are listed in the following table, with their weightings and due dates.

Assessment

Assessment component	Date Due	Weighting
Final Exam - Closed book, 2 hour exam.	Date of the exam to be announced <u>Students must be available during the entire examination period.</u>	50%
Essay (2,500 word limit)	Week 6: Essay due on 8th April by 4pm	15%
Tutorial Participation		10%
Group Project	Week 10: 4pm Thursday 19th May	15% <i>(shared mark)</i>
Final Group Project Presentation (4,000 word limit)	Weeks 11 and 12: Final group project presentations. Compulsory attendance	10%
		100%

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.

Examination

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 from Friday 10th June – Saturday 2nd July 2011.

Group Project Information

The group project is a major focus of the course and as such teamwork is encouraged. The group project involves you working with your group to investigate a chosen social issue and develop a social marketing campaign that will bring about desired change in the target market/audience behaviour. The written project will consist of a situational analysis and marketing plan for your venture. By the end of Week 3 you are expected to have organised yourselves into groups of not more than four and submit names and contact details of your group members to your tutor. The Week 3 tutorial is set aside for you to do this. Group details will be placed on the Blackboard site later in the week. If you are not present at the tutorial when time is set aside to form groups, you will need to find an existing group to join upon your own initiative by the end of Week 4 at the latest.

You are expected to attend all group meetings arranged by the group and meet group and individual obligations in a timely manner in order that the group meets the project criteria and requirements. Thus it is important that you establish ways of working with and contacting

each other as quickly as possible. Likewise, attendance at group presentations is compulsory, as this is an integral part of the course content and your learning. Exposure to the ideas and presentations of campaigns developed by fellow students on their chosen topics is an invaluable extension to your understanding of the social marketing field, both from a theoretical and practitioner perspective.

Tutorial Participation

Marks and comments will be submitted to the MARK 316 Course Coordinator at completion of the final tutorial. An overall tutorial mark will be awarded. The criteria on which evaluation is made consists of: attendance at the MARK 316 tutorial programme overall, ability to listen well, enthusiasm and contribution to discussion, demonstrated ability to link the case and exercise topics to concepts covered in lectures, presentations to the tutorial group as required and evidence of pre-tutorial preparation and analysis of set tutorial topics.

Handing in and return of Assignments

The **essay** is to be posted into the MARK 316 Assignment Box on the mezzanine floor of Rutherford House, by the due date. Assignments handed in late must be date stamped and signed-in by the SMIB reception staff on Level 11. DO NOT slide them under doors or put them into the box after the due date.

The **group project** must be **signed in** by one member of the group at the SMIB office (RH1121) by **4pm** on the day it is due. Any work received after 4pm will be deemed late and incur penalties.

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.

Penalties

1. **Late Penalty:** In fairness to other students, work submitted after the deadline (4pm on the due date) will incur a penalty for lateness. Late assignments will carry a penalty of **10% of the available grade 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 **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.

Mandatory Course Requirements

To pass MARK 316, students must:

1. Attend and present work as outlined in the assessment section.
2. Attend at least two of the three tutorials that are set aside for examining specific case studies and submit a one-page synopsis of the tutorial questions to be discussed
3. Obtain a minimum mark of 40% in the final examination and 50% overall.

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 made 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

Course information and lecture notes will be posted on the Blackboard website <http://blackboard.vuw.ac.nz>. This site will contain regular announcements, assignment information, external links, lecture notes and other resources. Lecture notes available will provide a **framework only** of the main points presented in the lectures. Additional Information and/or announcements which may need to be made from time to time will be posted on the MARK 316 Blackboard site, and made in class when possible.

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

Find key dates, explanations of grades and other useful information at www.victoria.ac.nz/home/study

Find out about academic progress and restricted enrolment at
<http://www.victoria.ac.nz/home/study/academic-progress.aspx>

The University's statutes and policies are available at www.victoria.ac.nz/home/about/policy,
except qualification statutes, which are available via the Calendar webpage at
<http://www.victoria.ac.nz/home/study/calendar.aspx> (See Section C).

Further information about the University's academic processes can be found on the website of
the Assistant Vice-Chancellor (Academic) at
www.victoria.ac.nz/home/about_victoria/avcacademic/default.aspx

AVC (Academic) Website: information including: Conduct, Academic Grievances, Students
with Impairments, Student Support
http://www.victoria.ac.nz/home/about_victoria/avcacademic/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/