

School of Marketing and International Business

MARK 316 SOCIAL MARKETING

Trimester 1, 2015

COURSE OUTLINE

Names and Contact Details

Course Coordinator/Lecturer: Dr Jayne Krisjanous
Office: Room 1118 - Level 11 Rutherford House
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Office Hours: (or by appointment) Tuesdays 10.30 am to 11.30 pm

Course Administrator: Katrina Walsh
Office: RH 1121
Phone: 463 5723
Email: katrina.walsh@vuw.ac.nz
School Office Hours: Monday – Friday 9:00 – 4:00

Tutor Contact Details

Contact details for all tutors will be available on Blackboard.

Trimester Dates

Teaching Period: Monday 2nd March – Friday 5th June
Study Period: Monday 8th June – Thursday 11th June
Examination Period: Friday 12th June – Wednesday 1st July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 13th March 2015.
2. The standard last date for withdrawal from this course is Friday 15th May. 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 or [online](#).

Class Times and Room Numbers

Lectures take place twice a week on **Tuesdays and Fridays 11.30 am to 12.20 pm**. All lectures will take place in RH LT2.

Course Delivery

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

Tutorials: Five weekly one-hour tutorials commence in Week 3. These tutorials are focused on the group project. Attendance at all tutorials, except Tutorial 4, is compulsory and forms part of Mandatory Course Requirements for MARK 316. Tutorials 2 and 5 require groups to present. Tutorial 4 is set aside for you and your group to talk to your tutor about the assignment and although optional, attendance is strongly recommended.

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 **1.00 pm Monday 2 March**.

Group Work

The MARK 316 assignment is undertaken through group work. You are expected to attend all group meetings arranged by the group and meet group and individual obligations in a timely manner so that the group meets the project criteria and requirements. It is important that you establish ways of working with and contacting each other as quickly as possible.

Expected Workload

In addition to classroom hours (lectures and tutorials) you should expect to spend about **10 hours per week** over the 15-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.

Prescription

The planning and implementation of programmes designed to bring about social change using concepts and practices from commercial marketing.

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

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 Schedule 2015 (subject to change)

Week beginning	Lecture	Tutorials and Assessment Hand-in	Chapt
2 Mar (Week 1)	Introduction to the Course Social Marketing and Social Change	Sign up for tutorials on s-cubed	1
9 Mar (Week 2)	Social Marketing's Fit with Marketing Social Marketing and the Environment		2 & 3
16 Mar (Week 3)	Advocacy and Environmental Change Principles of Communication and Persuasion	Tutorial 1	4 & 5
		Group formation and project ideas (compulsory)	
23 Mar (Week 4)	Attitude and Behaviour Change Research and Evaluation		6 & 7
30 Mar (Week 5)	Ethical Issues/The Competition No lecture on Friday (Good Friday)		8 & 9
MID TRIMESTER BREAK (3rd – 19th April)			
20 Apr (Week 6)	Tuesday: In-class test Segmentation and Targeting	Tutorial 2	10
		Project topic presentation (compulsory)	
27 Apr (Week 7)	Guest speaker (TBA) The Marketing Mix	Tutorial 3	11
		Project development (compulsory)	
4 May (Week 8)	Planning and Developing Campaigns Writing a Social Marketing Plan	Tutorial 4	14
		Group project consultation	
11 May (Week 9)	Media in Social Marketing (Part 1) Media in Social Marketing (Part 2)		12
18 May (Week 10)	Using Sponsorships in Social Marketing 'Wicked problems' in Social Marketing	Hand in group project at level 11 reception by 4pm Tuesday 19th May	13
25 May (Week 11)	Guest speaker (TBA) Social Marketing in Action	Tutorial 5	
		Project presentations (compulsory)	
1 Jun (Week 12)	Course Review and recap Exam Preparation		

Note: There may be a need to revise some of these dates, depending on availability

Readings

The prescribed text for the course is:

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

Authors: Donovan, R & Henley, N.

Publisher: 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

The Assessment Handbook will apply to all VUW courses: see

<http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

Assessment component	Date Due	Weighting
Final Examination - Closed book, 2 hour exam.	Date of the exam to be announced <u>Students must be available during the entire examination period.</u>	50%
In-class Test (50 minutes duration)	Week 6: Tuesday 21 April	25%
Group Project (5,000 word limit) (equal contribution from each group member)	Week 10: Tuesday 19 May	15% <i>(shared mark)</i>
Final Group Project Presentation (equal contribution from each group member)	Week 11 Tutorial 5: Final group project presentations.	10%

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 APA referencing is required in these assignments.

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 submitted to Turnitin. A copy of submitted materials will be retained 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.

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 following period:

Friday 12th June – Wednesday 1st July (inclusive)

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50 % or better, students must ...

1. Attend and present work as outlined in the assessment section and course schedule (written group project and group project presentations, in-class test and examination).
2. Attend all tutorials where attendance is compulsory (1, 2, 3 and 5).
3. Obtain a minimum mark of 40% in each piece of assessment: test, project presentation and written report and 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.

If you cannot complete an assignment or sit a test or examination, refer to www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

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. Please remember that this is the official site for MARK 316 information and messages. Please do not rely on the MARK 316 Facebook page coordinated by the class representative (or another MARK 316 student) as a key source of messages from MARK 316 teaching and administrative staff. Lecture notes available on Blackboard will provide a **framework only** of the main points presented in the lectures.

Student feedback

Student feedback on University courses may be found at www.cad.vuw.ac.nz/feedback/feedback_display.php

Link to general information

For general information about course-related matters, go to <http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

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 academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.
