

School of Marketing and International Business

## **MARK 316 SOCIAL MARKETING**

Trimester 1, 2016

### **COURSE OUTLINE**

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#### **Prescription**

This course considers 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
2	Summarise how effective social marketing campaigns achieve desired social objectives
3	Interpret why behaviour change is often difficult and the need to invest in long-term strategies
4	Utilise the relevant theoretical frameworks available to social marketers to understand consumer motivations and reasoning
5	Use the principles of marketing communication and persuasion in order to effectively influence targeted audiences and achieve objectives
6	Critique ways the effectiveness of campaigns can be measured and explain the difficulties that may be encountered

#### **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.

#### **Trimester Dates**

Teaching Period: Monday 29<sup>th</sup> February – Friday 3<sup>rd</sup> June

Study Period: Monday 6<sup>th</sup> June – Thursday 9<sup>th</sup> June

Examination Period: Friday 10<sup>th</sup> June – Wednesday 29<sup>th</sup> June (inclusive)

#### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 11<sup>th</sup> March 2016.
2. The standard last date for withdrawal from this course is Friday 13<sup>th</sup> May 2016. 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](#).

## Names and Contact Details

**Course Coordinator/Lecturer:** Michal Ann Strahilevitz, Ph.D., MBA  
**Office:** RH 1101, Rutherford House  
**Phone:** 04 463 6915  
**Email:** michal.strahilevitz@vuw.ac.nz  
**Office Hours:** (or by appointment) Tuesdays, 2:30 – 3:30 pm

**Course Administrator:** Katrina Walsh  
**Office:** RH 1121  
**Phone:** 04 463 5723  
**Email:** katrina.walsh@vuw.ac.nz  
**School Office Hours:** Monday – Friday 9:00am – 4:00pm

## **A few words on office hours & communication methods**

I want very much to be available for those students who would like to discuss any aspect of the material covered in this course with me. Since many of you are working my “live” office hours will be on the same day as class (Tuesdays) from 2:30 to 3:30 PM.

That said, while in-person meetings are sometimes necessary, I am a huge fan of the phone and email as a way to make it easier for us to connect. If your question is urgent, or there is an issue relevant to your entire team but not everyone in your team can meet with me at the same time as my office hours, email is a great option. So, feel free to email me with your questions, but put “MARK316” in the subject line, so that I know that it is course related. You can add anything else to the subject line that you think is relevant. IMPORTANT: If your email enquiry is relevant to your group project, please make sure to “cc” your entire team. That way I can send one response to everyone in your group. If I cannot answer your question via email, we can also use email to make an appointment to talk on the phone. Generally, I check email daily, and I try to answer email as soon as I receive it. However, if you feel your enquiry is particularly urgent, feel free to also write “urgent” in the subject line. If you prefer to chat by phone, simply email me your telephone # and good times to reach you by phone, or request a phone appointment, and I can give you some options.

Please be aware that I may sometimes send email to individual students, project teams, or the entire class, usually via Blackboard. Sometimes that email will include important announcements or even instructions for an assignment that was mentioned in class. So that you don’t miss anything important, if your email address changes, you need to let your teammates and me know immediately! Also make sure to check your VUW email address, as this is where Blackboard notices go. Also be careful not to get to the point that your mailbox is so full that messages bounce, as this too could cause you to miss important announcements.

## Class Times and Room Numbers

MARK 316 lectures will be conducted in one session each week:

Tuesdays      10.30am -12.20pm      Rutherford House, RHLT2  
Workshops or tutorials (tbc) will take place in Weeks 8, 10, 11, 12, 13

## **Teaching Format**

Lectures and workshops/tutorial will include discussions, in-class exercises that may or may not appear on the syllabus, one or two guest speakers and group activities. Students should plan to attend all sessions, as there will be materials covered during the lectures that will appear on the final exam. Ideally, you will come to class having read the assigned readings and completed the required assignments, but if you have not gotten to your homework or readings, please attend class anyway. Students should also be prepared to participate in the class discussions and activities.

Class participation in this course is not about regurgitating prior lectures or materials you have read. Participation in this course is mainly about applying what you have learned to the topic of the day. You will often be asked your opinion. Please do not be afraid to be wrong. Of course, we all prefer to be right, but marketers should have opinions and should not be afraid to share them with others. While class participation will not formally affect your grade in this course, it will affect if I remember you and feel comfortable strongly recommending you for a job or writing a reference letter for you. Smart companies want to hire marketing people who are curious, articulate, informed, persuasive and engaged marketers! So in this course, participating will be key to preparing you for a fabulous marketing career where you can truly make an impact. If you are shy, this course will be a great course for working on that. Again, this is not about your grade, it is about preparing you for a fabulous future in the field of marketing.

## **Course Delivery**

Course learning objectives will be met through attendance at lectures, presentations by guest speakers and students, course readings, participation in workshops/tutorials and the preparation of work for course assessment, both individually and in groups. Much of the material in the final exam will come directly from material covered in class, so if you are looking for a course where showing up is not a big deal, you should look for another elective to take.

Workshops/Tutorials: Five 50-minute sessions are focused on the group project. Attendance at all sessions is compulsory and forms part of Mandatory Course Requirements for MARK 316. More information will be posted on the class Blackboard page.

<b>Course Schedule</b>				
<b>Week</b>	<b>Lecture Date</b>	<b>Lecture topic</b>	<b>Readings and Assignments</b>	<b>Workshop (Key Activity)</b>
<b>1</b>	1 March	Introduction to the Course	TBA a week in advance	No tutorial or workshop this week.
<b>2</b>	8 March	Social Marketing: The Importance of Understanding What Drives Consumers	TBA a week in advance	No tutorial or workshop this week.
<b>3</b>	15 March	Social Marketing: Research Challenges in Social Marketing	TBA a week in advance	No tutorial or workshop this week.
<b>4</b>	22 March	Social Marketing: The Honest Truth about Honesty and Ethics	TBA a week in advance	No tutorial or workshop this week.
<i>Note: Weeks 4 and 5 are both short weeks due to the Easter break.</i>				
<b><i>Easter Break, 24 March – 30 March</i></b>				

<b>5</b>	31 Mar – 1 Apr	No lecture due to Easter holiday		
<b>6</b>	5 April	Social Marketing and the Role of Communications	TBA a week in advance	No tutorial or workshop this week
<b>7</b>	12 April	Social Marketing and Social Media	TBA a week in advance	No tutorial or workshop this week
<b>8</b>	19 April	<b>Progress Report Presentations</b>	TBA a week in advance	Workshop or tutorial TBC
<i>Mid Trimester Break, 25 April – 1 May</i>				
<b>9</b>	3 May	Green Marketing	TBA a week in advance	No tutorial or workshop this week
<b>10</b>	10 May	Cause Marketing	TBA a week in advance	Workshop or tutorial TBC
<b>11</b>	17 May	Social Marketing in Action: Final Presentations	TBA a week in advance	Workshop or tutorial TBC
<b>12</b>	24 May	Social Marketing in Action: Final Presentations	TBA a week in advance	Workshop or tutorial TBC
<b>13</b>	31 May	Social Marketing in Action: Final Presentations	TBA a week in advance	Workshop or tutorial TBC

**Important Note:** There may be a need to revise some of these dates, add guest speakers, add timely topics, alter content, etc. This applies to both lectures and workshops/tutorials. Whenever possible, changes will be announced in class and via email.

### **Readings**

Readings and other assignments will be announced in class and distributed via blackboard.

### **Mandatory course requirements**

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

1. Attend and present work as outlined in the assessment section and course schedule (group project progress report and presentations and examination).
2. Attend all workshops/tutorials as well as classes on days where there is a workshop/tutorial.
3. Obtain a minimum grade of 40% on the final examination.
4. Obtain a minimum grade of 50% on the final project.

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 believe that exceptional circumstances may prevent you from meeting the mandatory course requirements, contact the Course Coordinator for advice as soon as possible.

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

### **Expected Workload**

MARK 316 is a 15-point course. In keeping with this, students should plan to allocate roughly 10 hours of study per week, over the 15-week trimester for MARK 316. This includes time preparing for and attending lectures and workshops/tutorials, preparing for the assignments, working on your team project and studying for 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>.

The final grade will be determined 70% on internal assessment and 30% on the final examination. The components of assessment are listed below. Further details on the assignments will be handed out to the class and posted on the Blackboard site.

#### **1. Individual Assignment(s)**

Worth 20%

Learning Objectives: 1, 2, 3, 4, 5

Due Dates TBD

This will consist of between 2 to 6 assignments in total. This will include a mix of in-class and take home assignments. You will want to be in class to complete and receive credit for in-class assignments. Yes, these “pop” assignments are an incentive to come to class. You should also come to class to receive tips for and advice for the take home assignments.

#### **2. Team Project Final Presentation + Research Documentation**

Worth 15%

Learning Objectives: 1, 2, 3, 4, 5

Due TBC

This is the grade given to the team as a whole, so everyone in the team will get the same grade on this. Team presentations will be scheduled during the weeks 11, 12 and 13 (the last three weeks of class).

#### **3. Professor’s Evaluation of Individual Contribution to Team Project**

Worth 35%

Learning Objectives: 2, 3, 4, 5

You will be assessed based on (1) your portion of the final presentation, (2) the written report given by each team of who contributed what to the final project, and the professor’s assessment of the quality of the portions you contributed.

#### **4. Final Exam**

Worth 30%

Learning Objectives 1, 2, 3, 4, 5

## **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 10<sup>th</sup> June – Wednesday 29<sup>th</sup> June (inclusive)

The instructor is required to give an exam for this course, and the exam period is set by the University. As soon as I know when the date is, I will let you know.

## **Penalties**

The following penalties will be imposed for delays:

Late Penalty: Assignments received after the date and time of the deadline will have 10% deducted from the total available grade, per day. For example, an assignment that is one day late will lose 10% of the available grade (i.e. a 78% becomes a 68%), 2 days late loses 20% (i.e. a 78% becomes 58%), etc. Missing class is not an excuse for missing an assignment that is either announced that day or due that day, so keeping up will be critical whether you are in class or not. These deadline penalties also apply to electronic submissions. In addition, electronic files that cannot be accessed either because they are not in a Microsoft Word (.doc) format, or because of some other issue, will be deemed late and will incur similar penalties until a readable file is submitted.

## **A Few Words About Group Work**

### ***Critical to Your Career***

In a recent large-scale survey of NZ employers conducted by Victoria University, it was found that interpersonal skills and the ability to work well in teams are considered critical for hiring and promotion. Beyond being important for your careers, the ability to work well in teams will be an essential part of this course.

### ***Logistics and Conflict Resolution***

You will be able to choose your own teammates during the first workshop/tutorial. Teams will consist of 5 or 6 students. If you are unable to find a team yourself, one will be assigned to you during the first few weeks of class.

### ***Final Presentations***

Team projects (and thus the team portion of your grade) will be assessed based on the team's final presentation. The heavy emphasis on your final presentation is there for two reasons. First, many marketing strategy related decisions are made based on an in-person presentation (pitch), rather than on a written plan. Furthermore, while the tutors and I will be the only ones reading all your individual assignments, everyone in the class will see each of the final presentations, and I want you to be rewarded for making the class time spent on presentations interesting for all of us. It is essential that each student in your group participate in the final presentation.

As part of your team project, your entire team will identify and justify a primary target market and develop a strategic plan that applies the material covered in this course to accomplish the marketing goals and objectives you have identified as most critical for your client. For everyone in the team to get the same grade, everyone in the team needs to make sure they make a fair contribution to the group effort. All sources used will need to be cited properly, and a list of detailed references and what facts you presented came from what source will be turned in electronically before class, with sources being noted during the presentations as well.

Individually, each of you may also be assigned to write a critique of some of the other teams' group projects. This will be similar to the type of work you would do if you were to end up on the client side of a client-marketing consultant relationship.

I will also note how each of you perform in your final presentation. Finally, and perhaps most critically, I will ask each group to turn in a summary that details which group members made which contributions to the final presentation. This is one document that each team will agree on and turn in as a group. All of these checks are designed to eliminate free riders, reward those who put in extra effort, and make sure that those who contribute little or nothing to their group project have a grade that reflects this lack of contribution. Similarly, I want to make sure those that contribute more than their fair share have a grade that reflects this extra work.

### **Things you should NOT do in this class**

It is fine to talk to each other during break out discussions (of course), but other than that, if you want to say something, raise your hand. If you talk to someone during class in a way that I consider disruptive to class, and it happens more than once, you will not be allowed to sit together again.

Talking while I am teaching is annoying to me and potentially to your classmates. Talking during a guest speaker or student presentation is far worse. If you talk in a way that is disruptive while a guest speaker or fellow student is presenting, you may be asked to leave the room.

Email and surfing the Internet can be fun, informative and even addictive. However, during class, computers should not be used for things unrelated to class.

Unless you have an emergency, you should not look at or use your cell phone during class. You can use it before class. You can use it after class. You can use it during a break. However, do not use your phone during class for anything unless there is an emergency and you need to dial for help.

Have a hard time ignoring texts, emails and calls? It will be a lot easier if you just turn off your phone at the start of class.

### **More Information on Group Projects**

Each of you will be part of a team of students for your group projects. Each team will consist of 5 or 6 students. Together with the other members of your group, you will submit 5 potential clients from 5 different product categories for me to choose from. As long as you have followed the instructions, I will work hard to make sure one of the clients you chose is your client for the term. After that, your team will be responsible for a final group presentation.

The team grade will be based mainly on the content, professionalism, depth, insightfulness and persuasiveness of your presentation. You will also be expected to demonstrate the application of the course learning objectives. I will give you detailed instructions and presentation pointers before your final presentations.

If all this sounds a bit overwhelming, you can take comfort in knowing that the lectures, readings and assignments in this class were designed to make you a far more effective marketing practitioner. The course was developed not only based on my own experience in the field, but also based on countless conversations and interviews I have had with marketing practitioners. Basically, you will be learning things they wish they had covered in their courses when they were students.

### **Handing in Assignments**

All assignments that are not done in-class must be typed, professionally written, and carefully copy edited. Any errors that a spell check would have caught will result in a substantial loss of points. Always include your first and last name on individual assignments, and the name of each person in

your team and your team's client, on team assignments. Assignments must be submitted in a Microsoft Word (.doc) format electronically to Turnitin on Blackboard at least 10 minutes before the due date/time. In addition, depending on the instructions on the assignment, hard copies must be delivered either at the start of class or to the MARK 316 Assignment Box (location TBC).

Any work received after the day and time it is due will be deemed late and will incur penalties (see above). Late assignments must be date stamped and signed in by a staff member at the reception desk on Level 11, Rutherford House. Do NOT slide them under doors or put them into the box after the due date. If you are not able to turn in a hard copy yourself, please try to get someone else to do so for you.

### **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 that 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.

### **Academic Integrity: All Work Must Be Your Own**

Students must be honest in their academic work. All assignments must represent original work developed by the student(s) for this class. There are no extenuating circumstances that justify cheating. You are far better off being late on an assignment, or even not turning it in at all, than cheating to get it in on time. This is because plagiarism and other forms of cheating are unacceptable. Any form of cheating could result in an automatic failure in this course.

Sources of information referenced must receive appropriate credit, using standard citation format. This includes both direct quotations and paraphrased material. Word-for-word quotations should be enclosed within quotation marks. However, if you paraphrased another source (using your own words), you still need to cite that source.

### **Materials and Equipment**

You may be asked to bring poster board, magazines, tape, scissors and a marker to class for an in-class assignment. No additional materials or equipment are necessary for this class or the final examination.

### **Student feedback**

The instructor is teaching this course for the first time, but did review the prior instructor's student feedback for helpful suggestions. The main lesson from that was that the team project was a positive experience, and so we will have a team project in this course as well. Students have also expressed a desire to get relevant work skills, so that will be a theme throughout this course.

Student feedback on University courses may be found at [www.cad.vuw.ac.nz/feedback/feedback\\_display.php](http://www.cad.vuw.ac.nz/feedback/feedback_display.php).

### **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**



Blackboard and email will be used regularly to keep you posted on critical things regarding the course. Make sure you are checking our VUW email address regularly, as failure to do so can mean missing critical information.

**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.

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