

School of Marketing and International Business

MARK 309 SOCIAL MARKETING

Trimester One 2007

COURSE OUTLINE

Contact Details

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Office Hours: The Course Coordinator will be available in RH1119 (Rutherford House) on **Thursday's 10-12**, commencing Week 2. If you wish to see me outside of these hours please make an appointment.

Class Times and Room Numbers

Lectures take place twice a week on **Tuesday's 11.30 - 12.30** and **Wednesday's 11.30 - 1.30** all lectures will take place in **GBLT4**

Tutorials

Nine x weekly one-hour tutorials commence **Week 3**. Students will be asked to complete a tutorial time preference slip during the first week of lectures. In order to ensure a balanced number in every tutorial, there will be a finite allocation of spaces to each tutorial. The tutorial groups and rooms will be posted on Blackboard by the end of week 2.

This examination will be closed book and three hours in duration and will take place during the examination period 5th June -1st July

Course Objectives

- Understand the scope of social marketing and how it relates to other areas of marketing
- Appreciate how effective social marketing campaigns achieve desired social objectives
- Describe the various stakeholder groups that interact in a social marketing context
- Discuss why behaviour change is often difficult and the need to invest in long-term strategies
- Understand and apply the relevant theoretical frameworks that social marketers use to understand consumer motivations and reasoning
- Appreciate the importance of research in order to understand factors within the environment that influence and impact on targeted markets
- Understand and apply the principles of marketing communication and persuasion in order to effectively influence targeted audiences and achieve objectives
- Describe ways the effectiveness of campaigns can be measured and understand the difficulties that may be encountered
- Understand ethical issues surrounding social marketing

Course Content

	LECTURE THEMES	TOPICS TO BE COVERED	Chapter/s
Week 1	Introduction to the course Defining social marketing	What is social marketing? Where did social marketing originate? What issues can benefit from a social marketing approach?	1
Week 2	Principles of marketing	Marketing basics How does social marketing differ from commercial marketing?	2, 10
Week 3	Analysing the social marketing environment	Environmental analysis Environmental determinants of health and well bring The importance of early childhood	3
Week 4	Principles of communication and persuasion	Communication principles Fear and threat appeals	4
Week 4	TUTORIAL	PRESENTATION	

Week 5	Models of attitude and behaviour change	The Health Belief model	5
Week 6	Social marketing research methods & Market segmentation	Market Research Researching public health	6 & 9
Week 6	ASSIGNMENT DUE: INDIVIDUAL ESSAY	FRIDAY 6TH APRIL BY 12 NOON	
Week 7	Planning and developing a social marketing campaign	Setting objectives Choosing your tools Implementation	13
Week 7	TUTORIAL	PRESENTATION	
Week 8	Using the media in social marketing	Advertising, Publicity, Entertainment, Journalism, Websites	11
Week 9	Who is the competition in social marketing?	Defining the competition Monitoring the competition Countering the competition Internal competition	8
Week 10	Sponsorship	Objectives of sponsorship Measures of effectiveness Using sponsorship to achieve individual and structural change	12
Week 10	TUTORIAL	FINAL PRESENTATION OF THE GROUP PROJECT	
Week 11	Ethical issues in social marketing	Ethics and marketing What do we mean by ethics? Ethical principles A criticism of social marketing	7
Week 11	ASSIGNMENT DUE: GROUP PROJECT	FRIDAY 25TH MAY BY 12 NOON	
Week 12	Revision	Revision	n/a

Expected Workload

In addition to classroom hours (lectures and tutorials) you should expect to spend about **10-12 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 Information

Teamwork

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 four** 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. As a participant of MARK 309 you should be available for core course hours to facilitate the activities on the course. It is also likely that you will also need to arrange times to meet outside these hours however to discuss group issues. Thus it is important that you establish ways of contacting each other as quickly as possible.

Starting the group project

A suggested approach to get started would involve meeting with your team as early as possible to discuss the nature and scope of the project you wish to undertake. Issues to consider may include: Is the project feasible given the time frame you are working within? Is the sample easily available? Do you want to use more than one data collection tool? By **week 4** your group will be expected to give the first of three presentations. At the tutorial session **week 7** the group is expected to outline in much detail as possible your social marketing campaign your progress to be followed by questions from the other groups. Each member of the group must be in attendance at these presentations. Ensure that you plan the timing of your presentations as well as the content. **The final presentation takes place within your week 10 tutorial.**

Group Project Format. More details will be provided as the course progresses but here are the basics. There are **six basic steps** in the social marketing process. Although you will cover some aspects in your preliminary thinking in your group meetings, it is important to use a

methodical approach to ensure everything is covered thoroughly. Every step should be committed to paper for future reference:

Step 1 - Getting Started

Define your issue and research its key details. Learn all you can about the subject. Then assess your resources, the things in your favour. Remember public attitudes and society's trends as you do this. Something that was a valuable resource a decade ago may now be a liability.

Step 2 - Planning And Developing Your Strategy

Identify your target audience, establish your goals and objectives, identify the benefits to you and your audience, and select the techniques you'll use to assess your progress. You must be very careful at this stage. Being honest with yourself and realistic about your objectives is essential.

Step 3 - Develop Your Materials And Activities

Decide what your message will be. Then plan the media activities, special events and other promotions that will help communicate the message. **CREATIVITY PLEASE!**

Step 4 - Write Your Communications Plan

This is the 'make or break' point. Carefully review everything you've done so far and note the following: issue; goal; objectives; target audience; benefits to audience; delivery methods; resources; potential problems; indicators of success; and assessment methods. Then set a manageable time frame for the program. This is your road map. It must be written down.

Step 5 - Implement The Plan (pilot study)

Prepare the launch of your campaign. Work with community leaders to help ensure your message is at least considered by the people who count. As the plan unfolds, don't hesitate to review and revise as necessary. Nothing is so damaging as going ahead with something you know is flawed.

Step 6 - Measure Your Results

Here's where you find out if it worked. Write an honest, detailed assessment report. This can help pinpoint both the weak and strong points for any future campaigns. Although we will not have time for the plans to go 'live' with respect to a large population it is expected that pilot studies you have undertaken will inform your results.

CREATIVITY AND IMAGINATION is an ESSENTIAL aspect of the group project!

Marks allocation Sheets (handed out week 11)

The project marks allocation (Form 1) should be completed by the group and submitted along with the coursework. The marks allocation (Form 2) should be completed by each student separately. The marks for the group project may be evenly distributed but you may feel that some group members have made an exceptional contribution (or an unexceptional one). Make every effort to agree these proportions by negotiation. The course coordinator will make the final decision and will be available to listen to individuals who dissent from the groups view.

Group Project Ideas

Listed below are some possible areas of interest for your group to investigate. They are only intended as ideas and you should not feel obliged to use them. As a group you should discuss a few research possibilities and talk it over with your tutor. The course coordinator will grant permission for the research to take place once the tutors have informed them of their tutorial groups intended research themes.

Social Marketing areas that may be of interest are listed below but you can choose your own!

Health/social issues

Heavy/binge drinking

Obesity

Fruit and vegetable intake

Gambling

Sun safety

To protect the environment

Waste reduction – reduce, re-use and recycle

Wildlife habitat protection

Water conservation

For community involvement

Organ donation

Blood donation

Voting

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.

Assessment Requirements

The final grade will be determined 60% on internal assessment and 40% on the final examination. The four items of assessment are listed below, with their weightings and due dates.

An assignment not submitted by the due date will lose marks at the rate of 10% per day unless written permission for an extension has been obtained **in advance** from the Course Coordinator. All assignments are **must be signed in** at the Course Coordinators office OR at reception, floor 11 Rutherford House by **12 noon** on the day they are due.

Assignment One: Individual Essay (worth 20%)

2000 word max

Due: 12 noon Friday 6th April 2007 (week 6)

The essay topics for this assignment will be handed out in the week 2 lecture.

One is to be selected from the choice of topics given.

Assignment Two: Group Project (worth 30%)

3500-4000 word max

Due: 12 noon Friday 25 May 2007 (week 11)

Final Group Presentation (worth 10%)

To take place within the tutorial week 10

Final Examination (worth 40%)

This examination will be closed book and three hours in duration and will take place during the examination period 5th June -1st July

Penalties

The following penalties apply in Mark 309:

1. Late Penalty: In fairness to other students, work submitted after the deadline 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.

Mandatory Course Requirements

To obtain terms in MARK 309, students must:

1. Attend at three out of the four tutorials that are set aside for examining specific case studies as outlined in the course schedule
2. Submit both assignments on time as outlined in the assessment section

The overall pass mark for this course will be 50% of the total marks i.e. 50/100.

The must achieve a minimum grade of 40% in the examination.

PLEASE NOTE: Failure to meet mandatory course requirements will means that you will receive an ungraded "Fail" for the course, whether or not you choose to sit the final

examination.

Communication of Additional Information

All important information regarding the course will be posted on the **MARK 309 Blackboard website** (www.blackboard.scs.vuw.ac.nz). Summary lecture notes will be available on Blackboard. These lecture notes will provide a framework of main points presented in the lecture.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office is available for the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar available in hard copy or under 'About Victoria' on the VUW home page at www.vuw.ac.nz.

Student and Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps are to be taken if there is a complaint. For information about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor or refer to the statute on the VUW policy website at www.vuw.ac.nz/policy/studentconduct. The Policy on Staff Conduct can be found on the VUW website at www.vuw.ac.nz/policy/staffconduct.

Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned; class representatives may be able to help you in this. If you are not satisfied with the result of that meeting, see the Head of School or the relevant Associate Dean; VUWSA Education Coordinators are available to assist in this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set

out in the Academic Grievances Policy which is published on the VUW website at www.vuw.ac.nz/policy/academicgrievances.

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other student or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- cancellation of your mark for an assessment or a fail grade for the course
- suspension from the course or the University.

Find out more about plagiarism, and how to avoid it, on the University's website at www.vuw.ac.nz/home/studying/plagiarism.html.

Students with Impairments

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities the same opportunity as other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services (DSS) to discuss your individual needs and the available options and support on a confidential basis. DSS are located on Level 1, Robert Stout Building, telephone (04) 463 6070, email disability@vuw.ac.nz. The name of your School's Disability Liaison Person is in the relevant prospectus or can be obtained from the School Office or DSS.

Student Support

Staff at Victoria want students to have positive learning experiences at the University. Each Faculty has a designated staff member who can either help you directly if your academic progress is causing you concern, or quickly put you in contact with someone who can. Assistance for specific groups is also available from the Kaiwawao Māori, Manaaki

Pihipihinga or Victoria International.

In addition, the Student Services Group (email student-services@vuw.ac.nz) is available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/.

VUWSA employs Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and Faculty delegates. The Education Office (tel. 04 463 6983 or 04 463 6984, email education@vuwsa.org.nz) is located on the ground floor, Student Union Building.

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 5233 ext. 8977. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.