

MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

MKTG 309
Social Marketing and
Sustainability

Semester 2, 2010

Department of Business

MACQUARIE UNIVERSITY
Faculty of Business and Economics
UNIT OUTLINE

Unit Convenor:

Ms Leanne Carter

Lecturer in Charge:

Adjunct Professor-Mr Bob Miller

Tutor:

Professor Bob Miller

Prerequisites:

24 credit points

This is a people designated unit. Students should read the Unit Outline carefully at the beginning of the semester. It contains important information about the unit. If anything is unclear, please consult the unit convenor.

ABOUT THIS UNIT

MKTG309 is a 3 credit point unit. Marketing is typically concerned with behaviour in the limited area of consumption and the market place. Social marketing seeks to understand why we live our lives as we do, sometimes healthily as when we eat a good diet or take regular exercise, and at other times unhealthily as when we smoke or binge drink. So, just as tobacco marketers use marketing to encourage smoking, 'social marketing' can do the reverse. The same principles - of understanding the consumer, strategic thinking and building satisfying relationships based on emotional as well as rational benefits - can be put to good use. Social marketing also recognises that, although commerce brings many benefits, it can also cause harm to both the individual and society. Tobacco, which kills half its long term users, provides an extreme example of this, but other industries like alcohol and food are also coming under scrutiny.

Social marketing considers the marketing techniques like branding and segmentation, which has been used so successfully to get us to eat Big Macs, smoke Marlboro and drive SUVs, can also be used to encourage us to eat healthily, preserve our lungs and walk to work. Social marketing can also be used to influence the behaviour of stakeholders and policy-makers, to encourage the societal change that is needed to combat systemic problems such as child poverty and injustice. Additionally, we consider how the social marketer may provide guidance on how markets can be better managed for social good.

Examples of social marketing include campaigns to encourage, prevent or reduce

- Healthy eating (e.g. eat 2 and 5 campaign),
- Breast cancer screening,
- Intelligent use of resources,
- Sun safe behaviour (e.g. slip, slop, slap)
- Alcohol consumption,
- Smoking,
- Drug abuse,
- Domestic violence,
- Unsafe driving behaviour, and
- Waste through recycling.

The subject will use a case study approach drawing on current and historic Australian and international campaigns.

This unit contributes as a subject within the marketing major for Bachelor of Commerce and Bachelor of Arts degrees. This is also an elective unit open for any student across the university. It is a *People* designated unit.

Whilst previous study in marketing is not essential, any previous marketing knowledge would be an advantage (e.g. MKTG101 Fundamentals of Marketing and/or MKTG203 Consumer Behaviour, and/or MKTG208 Marketing Management).

TEACHING STAFF

Convenor:

Ms Leanne Carter

Building E4A Room 631

Telephone: 9850 6467

Email: leanne.carter@mq.edu.au

Consultation Time: Mondays 12.30 to 1.30pm

And other times by appointment.

Lecturer in Charge: Adjunct Professor

Mr Robert (Bob) Miller

Telephone: 02 9516 3515 or

0417 208 036;

E-mail: bob.austreet@bigpond.com

Consultation availability: Before or after lectures.

Bob runs his own marketing consultancy off-campus, but telephone or e-mail questions will be answered within a short time frame.

CLASSES

Lecture: <http://www.timetables.mq.edu.au/>

Tutorials: <http://www.timetables.mq.edu.au/>

Students are required to attend a 2 hour tutorial, fortnightly, for 6 weeks. Please see the organisation of the Tutorial Schedule below:

WEEK	WEDNESDAY STREAM A	WEDNESDAY STREAM B	FRIDAY STREAM A	FRIDAY STREAM B
2 and 3	11 th August	18 th August	13 th August	20 th August
4 and 5	25 th August	1 st September	27 th August	3 rd September
6 and 7	8 th September	15 th September	10 th September	17 th September
8 and 9	6 th October	13 th October	8 th October	15 th October
10 and 11	20 th October	27 th October	22 nd October	29 th October
12 and 13	3 rd November	10 th November	5 th November	12 th November

Students please note that you need to be allocated to either STREAM A or STREAM B by the Unit Convenor.

You will be asked to nominate the stream of your choice in Lecture 1.

It is imperative that you attend the first lecture for this reason.

Any people who do not attend the lecture in week 1 will be allocated by the Unit Convenor. The implication is that you may not be able to work in a group with people of your choice.

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Kotler, P., and Lee, N.R. **Social Marketing: Influencing Behaviors for Good, (2008), 3rd edition**, Sage, Thousand Oaks, California.

Additional/Recommended Reading:

Andreasen, A. R. (2006) – Social Marketing in the 21st Century. Thousand Oaks, California: Sage

Andreasen, A. R. ed. (2001) Ethics in Social Marketing. Washington DC: Georgetown University Press.

Andreasen, A. R. and Kotler, P. (2008) Strategic Marketing for Nonprofit Organizations, 7th Edition, NJ: Pearson Education.

Basil, B.Z. and Wymer, W. editors (2007) – Social Marketing: advances in research and theory. Binghamton NY: Best Business Books.

Belz, F. And Peattie, K. (2009) Sustainability Marketing: A Global Perspective, West Sussex:Wiley.

De Meyrick, J. (2008) One size no longer fits all: the application of Andreasen's six social marketing benchmarks in Australian antismoking programs. A thesis submitted in fulfilment of requirements for a Doctor of Philosophy. Business Department, Faculty of Business and Economics, Macquarie University.

Doyle, P. (2008) Value Based Marketing 2E, John Wiley and Sons, Australia.

Elliott, G. Rundle-Thiele, S. Waller, D. (2010) Marketing, John Wiley & Sons, Australia.

Gladwell, M. (2000) The Tipping Point .London: Little, Brown.

Heath, C. and Heath, D. (2007) Made To Stick: why some ideas survive and others die. NY: Random House.

Kerin, R.A., McDonnell, J., de Meyrick, J., Garrett, T., Rod, M., Rugimbana, R., Hartley, S. And Rudelius, W. (2008) Marketing: The Core, North Ryde, Australia: McGrawHill.

Kotler, P. And Lee, N. (2009) Up and Out of Poverty, NJ: Wharton School Publishing, Pearson.

Kotler, P. And Lee, N. (2007) Marketing in the Public Sector: A Roadmap for improved performance, NJ: Wharton School Publishing, Pearson.

Ries, A and Ries, L. (2002) The Fall of Advertising and the Rise of PR. NY: Harper Collins.

Sutherland, M and Sylvester, A. (2000) Advertising and the Mind of the Consumer. Sydney: Allen & Unwin.

Articles Related to Social Marketing

Andreasen, A. R. 2002, 'Marketing Social Marketing in the Social Change Marketplace', Journal of Public Policy & Marketing, Vol 21, No.1, Spring, pp.3-13.

In addition to these there may be a number of journal articles added to BLACKBOARD during the semester. Material from any (or all) of these may be used for examination purposes.

Specific Websites for Social Marketing

'A Short Course in Social Marketing', on the Novartis Foundation web site:
http://www.novartisfoundation.org/platform/apps/home_e/index.asp?MenuID=209&ID=479&Menu=3&Item=41

'Making Health Communication Programs Work - a planners guide', a 131-page crash course in how to plan and execute a social marketing campaign, prepared by the US Department of Health and Human Services in 1992. It's on the net at the US National Cancer Institute web site:
<http://nci.nih.gov/>

The Institute for Social Marketing at Stirling University is worth a look.
http://www.ism.stir.ac.uk/social_marketing.htm

'Other Recommended Reading

In addition to the required textbook for this Unit and suggested readings above, you should familiarise yourself with the relevant periodical section of the library. Journals recommended for your study in marketing include:

- Journal of Marketing
- Journal of Consumer Research
- Journal of Nonprofit & Public Sector Marketing

- International Journal of Nonprofit and Voluntary Sector Marketing
- Journal of Public Policy & Marketing

Recommended Research Databases

You should also access these key research databases available for access through the library. Databases recommended for your study in marketing management include:

- Ebscohost:
 - Academic Search Elite
 - Business Source Premier
- Wiley Interscience
- Global Market Information Database
- Google Scholar (only when logged in via the Macquarie University website)
- Ulrich International Periodicals (for peer-reviewed journal checking)

UNIT WEB PAGE

This unit is supported by a web Page on BLACKBOARD. You can log into this using the following address: <http://www.learn.mq.edu.au/>

TEACHING AND LEARNING STRATEGY

This unit employs a combination of lectures and tutorials. You are expected to attend all lectures and all the tutorials in your stream and to contribute to the discussions that are encouraged in tutorials. To make the best contribution, and to receive the greatest benefit from this unit, you are expected to be alert outside lectures and tutorials for every-day applications of the social marketing principles discussed in lectures and tutorials.

Please refer to the schedule of learning activities by teaching week. This schedule outlines the key content to be discussed in each week's lectures and tutorials. It additionally outlines the required weekly reading schedule for the Unit.

LEARNING OBJECTIVES AND OUTCOMES

This unit introduces students to the theory and application of social marketing, explaining how techniques such as branding, segmentation and the marketing mix can be used to respond to social and health issues. Students will learn to analyse real world problems and develop innovative and creative solutions using social marketing frameworks. Students will examine the design of marketing strategy that will move the target audience from indifference to action and ultimately maintenance.

The overall goal of the unit is to gain an understanding of how to plan and analyse social marketing strategies.

Learning Objectives:

1. Differentiate between commercial and social marketing, seeking out new ideas and opportunities.
2. Outline the scope of social marketing.
3. Become familiar with the range of issues where social marketing can have an impact.
4. Appreciate the characteristics and needs of others in society.
5. Critically analyze, discuss, and evaluate social marketing strategies.
6. Apply marketing techniques and theories to develop creative solutions to social problems acknowledging the implications of managerial decisions on society.
7. Understand prospective challenges to social issues including environmental sustainability.
8. Demonstrate use of written and oral skills to integrate key social marketing theoretical concepts and to create a coherent and theoretically rigorous argument relating to sustainability concepts.
9. Demonstrate awareness of social responsibility.
10. Use secondary research skills to collect, collate and integrate case examples with theory.

Graduate Capabilities

Macquarie Universities stated Graduate Capabilities may be viewed as a mix of cognitive capabilities, and personal, interpersonal, and social capabilities. In addition to the abovementioned learning outcomes, the MKTG309 Social Marketing and Sustainability unit has been designed to develop your skills within the specific graduate capability areas of *socially and environmentally active and responsible*.

We want our graduates to be capable of achieving the following;

- a) To be able to reason, question and analyse information
- b) To be able to integrate and synthesise learning and knowledge from a range of sources and environments
- c) To be able to critique constraints, assumptions, and limitations
- d) To be able to think independently and systematically in relation to scholarly activity in the workplace and in the world in general

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

Knowledge and understanding of social marketing are assessed by a mixture of examination, assignments and presentation. Marks in this unit will be allocated on the following basis:

1) Individual Assignment	20 marks
2) In-Semester Test	15 marks
3) Group Report and Presentation (As per tutorial topic allocated to your group)	25 marks
4) Final Examination	40 marks

**Total:
Assessment Summary**

100 marks

A summary of the assessment for this Unit is provided in the table below.

Assessment Task	Due Date	Weight	Learning Objectives
In-semester test	Weeks 4 and 5	15%	1, 3, 4, 9.
Individual Assignment 2,000 words	Week 8	20%	2, 4, 5, 6, 9, 10.
Group Report and Presentation (30 Minutes) and Report (3,000- 4,000 words)	Presented during tutorials.	25%	5, 6, 7, 8, 9, 10
Final Examination	See University Examination Timetable.	40%	1, 2, 3, 4, 5, 6, 7, 9.

1. **Individual Assignment: A Report on a Social Marketing Campaign**
2,000 words
Due: Week 8, 4.00pm, 8th October, 2010.
(Please submit to assignment box in BESS) - 20 marks

You need to consider the needs of your community and the world around you through the eyes of a social marketer. To this end, choose a social, environmental or health issue (e.g. recycling, smoking, domestic violence, speeding, healthy eating, Northern Territory Intervention, etc.) and analyse the issue and a specific campaign as it exists.

Note: ensure that you have not chosen a commercial or cause-related marketing campaign. Check your topic with your tutor before you proceed.

Use the format as follows:

Part 1

PROVIDE BACKGROUND, PURPOSE AND FOCUS OF THE SOCIAL MARKETING CAMPAIGN (Chapter 5)

1.1 Summarise the key background information leading to the development of this issue. (E.g. increased rates in teen pregnancies, decreased whale populations). Justify the choice of this problem. What is the cost to the community of this problem continuing? What has been tried so far? What impact has that had? Why do we need a fresh approach?

1.2 What is the campaign purpose and intended impact or benefit? (E.g. reduced teen pregnancies, protection of whales). How will we evaluate the campaign? What are its measurable outcomes?

1.3 What is the campaign focus? (E.g. teen abstinence, changed laws prohibiting whaling).

- Who is trying to address the issue?
 - government – federal, state, local

- non-profit organisations – including charities
- commercial organisations

Part 2

CONDUCT A SITUATION ANALYSIS (Chapter 5)

- 2.1 Internal Strengths
- 2.2. Internal Weaknesses
- 2.3 External Opportunities
- 2.4 External Threats

Part 3

TARGET MARKET (Chapters 6 and 7)

- 3.1. Who is the target group?
- 3.2 What are the barriers your audience may have to adopting the desired behaviour?
- 3.3 What are the key benefits your target audience will be motivated by? Remember to separate benefits for the target person from benefits to the community (unless the strategy is to tap into community guilt e.g., stop smoking for your children's sake.
- 3.4 Define the Objectives
 - * What behaviours, knowledge and beliefs are you trying to change?
 - * What goal is the campaign targeting?

Part 4

COMPETITION (Chapter 8)

- 4.1 What are the competing alternative behaviours?
- 4.2 What benefits do your audiences associate with these behaviours?
- 4.3 What costs do your audiences associate with these behaviours?

Part 5

POSITIONING (Chapter 9)

5.1 Write a positioning statement

E.g. We want [TARGET AUDIENCE] to see [DESIRED BEHAVIOUR] as [DESCRIPTION PHRASE] and as more important and beneficial than [COMPETITION].

Helpful Hints:

- You can include details about the campaign used (e.g., photographs, detailed explanation of the marketing experience, example of the marketing creative, etc.), as an appendix in the final report.
- Note that in the FINAL EXAM you will be expected to extend this analysis of the campaign to address the marketing strategies, **i.e. product, price, place and promotion**. In the exam you may be asked to discuss the extent to which the campaign was successful in persuading attitudinal and/or behavioural change.

In addition, you will be required to develop an improved response to this campaign, and to explain why your response would be an improvement. The

expected format will be provided. Additional details will be provided closer to the exam.

- Also see the APPENDIX at the end of the Textbook for additional hints on structure

This INDIVIDUAL ASSIGNMENT must be submitted through TURNITIN with a printout of the report produced before submission of the assignment. Penalties will apply for non-compliant assignments. Referencing must be Harvard style. Please refer to the library style manual for additional guidance.

(See marking Guide at end of this outline for the criteria).

2. IN-SEMESTER TEST - WEEKS 4 and 5 (As per your TUTORIAL STREAM) - 15 Marks

In tutorial in WEEKS 4 and 5, all students will answer a set of questions related to each lecture and chapters including weeks 1 to 3.

You should come to Tutorial, with an understanding of the topics learned in weeks 1 to 3. It will be a combination of multiple choice and extended response.

3. TUTORIAL REPORT AND PRESENTATION -GROUP TASK (Due at the allocated tutorial as per lecture/tutorial schedule) (3000 – 4000 words report and a 30 minute presentation) - 25 marks

In week 2 (the first tutorial), you will form into groups (Note: the number of students per group will depend on the number of students in each tutorial. It may range from 2 to 6). The tutor will then allocate your group a topic that you must present to the class and lead discussion for the tutorial.

The topic that you have been allocated for that week as the leading group will be the topic that is graded for a mark out of 25 that will go towards your final grade. Your group will receive a mark out of 15 for the report and a mark out of 10 for the presentation.

Your Tutor will explain the procedural issues of handing in these tasks, discussion of these tasks and marks allocated for these tasks. See marking guide at the end of this outline.

4. FINAL EXAMINATION

40%

A three hour written examination will be held in the examination period. The examination will include questions relating to the Lectures, Textbooks, Tutorial work, your group projects, individual assignment, any case studies and videos

presented, and any other materials discussed in lectures or distributed on “BLACKBOARD”. You will be expected to be able to **apply** your knowledge. To simply feedback lecture notes (or any other materials) *will not* guarantee a pass.

Further details of the exam structure will be given in lectures as the semester progresses.

Please note: You must pass the final exam to pass the unit.

All aspects of the prescribed textbook will be EXAMINABLE.

All lecture notes will be EXAMINABLE.

Lecture notes will be provided as PowerPoint slides on the University's Blackboard website.

All lectures for this unit are digitally recorded and are made available on i-Lecture.

No tutorial presentations will be uploaded onto Blackboard. You are expected to attend your tutorial and take notes for these topics as they are all examinable.

TEACHING AND LEARNING STRATEGY

LECTURE TOPIC SCHEDULE

WEEK	Date of Lecture (FRIDAYS)	Lecture Topics	Chapter/ Readings
1	6 August	Introduction to the Unit Introduction to Marketing	
2	13 August	Defining Social Marketing	1
3	20 August	Strategic Marketing Process Discovering Keys to Success	2 3
4	27 August	Market Research Needs Internal and External Environments	4 5
5	3 September	Target Markets Goals and Objectives	6 7
6	10 September	Target Markets and the Competition	8
7	17 September	Positioning	9
		20 September to 1 October Mid Semester Break	

8	8 October	Product Platform <i>INDIVIDUAL REPORT DUE, FRIDAY 8TH OCTOBER, AT 4.00PM IN BESS with TURNITIN printout stapled to the front of the assignment.</i>	10
9	15 October	Pricing: Monetary and non-Monetary	11
10	22 October	Distribution and Accessibility	12
11	29 October	Promotion	13 14
12	5 November	Managing Social Marketing Programmes	15 16 17
13	12 November	Organising for Global Marketing	18

TUTORIAL TOPIC SCHEDULE

WEEKS	Tutorial Topic	Assigned Tutorial Topics to be completed in Groups
2 and 3	Teaching Administration And Group Work Issues	Finalisation of Group Formation Allocation of Topics for Group Work Briefing on Tutorial Topics and assessment requirements.
4 and 5	IN-SEMESTER TEST	Includes material covered in LECTURES in weeks 1 to 3.
6 and 7	Defining Social Marketing Strategic Marketing Process Discovering Keys to Success	<u>TOPIC 1</u> There are a few important differences between SOCIAL AND COMMERCIAL SECTOR MARKETING . A) Explain the significant factors that make social marketing different. B) Find examples of 6 social marketing advertisements (print, TV, radio or magazine, websites) and demonstrate these differences in practice. <u>TOPIC 2</u> There are 15 principles to success of a social marketing campaign . Revise these as you apply them to a successful social marketing campaign that addresses SPEEDING (AND SAFE DRIVING) in Australia .
20 September to 1 October		

Mid Semester Break		No tutorials
8 and 9	<p>Target Markets</p> <p>Goals and Objectives</p>	<p><u>TOPIC 3</u></p> <p>Part 1. Using the case at the end of Chapter 6: ‘Encouraging African American women to “Take Charge”. Take the Test’’, explain the segmentation process used for this campaign.</p> <p>Part 2. Identify AIDS awareness campaigns that have been conducted in Australia. How was the market segmented?</p> <p><u>TOPIC 4</u></p> <p>Australia has a high incidence of SKIN CANCER. Investigate skin cancer campaigns that have been implemented in Australia over the last 3 decades.</p> <p>Apply Fishbein’s model and identify behaviour change that is likely to occur as a result of these campaigns.</p>
10 and 11	<p>Target Markets and the Competition</p> <p>Positioning</p> <p>Product Platform</p>	<p><u>TOPIC 5</u></p> <p>There are 5 types of positioning: behaviour based, barrier focused, benefit focused, competition focused and re-positioning focused. Your task is to find Australian examples of social marketing campaigns that represent each one of these positionings.</p> <p>Include the advertisement/s, their success, and the ethical issues that needed to be considered when implementing each positioning. You can also include any other interesting information that is useful.</p> <p><u>TOPIC 6</u></p> <p>There are many that apply social marketing theories and practices. Identify 5 Australian ENVIRONMENTAL campaigns that have been successfully implemented by not for profit and/or public sector organisations.</p> <p>Describe each one in terms of product levels (i.e. core product, actual product, augmented product). In addition indicate the success of these campaigns and any other interesting information about the product strategy.</p>
12 and 13	Promotion	<p><u>TOPIC 7</u></p> <p>Find examples of 6 social marketing advertisements (print, TV, radio or magazine, websites) and evaluate them in terms of the message, target audience, communication objectives, positioning statement, benefits to promise, 4 P’s and openings (refer to pp. 269-270 in textbook).</p>

	Managing Social Marketing Programmes	<p>In your analysis of each advertisement, you should refer to the theories of promotion discussed in Chapter 13. Ensure that you comment on the impact of each advertisement.</p> <p><u>TOPIC 8</u> Ethical Marketing- Are marketers to blame for fat kids? Explore this topic and report the pros and cons to the class.</p>
--	--------------------------------------	--

STUDENT ROLES AND RESPONSIBILITIES

The unit is taught by lecture and major assignment/tutorial activities engaging the topics. The unit is taught using practical real world scenarios and examples.

To ensure you engage in the unit and gain the most from the topics:

1. Attend class and prepare for the class by reading the material before the scheduled lecture and tutorial period. My lectures feature numerous practical and real life examples of the course principles in action that show how marketers use these concepts in everyday marketing. Missing a lecture may impede your ability to understand fully the concepts and principles covered. I suggest that you use a “buddy” system to ensure that if you miss a class that you get the appropriate notes from the lecture and please do not ask me to repeat a missed lecture for your benefit.
2. Understand that all of the material presented during the class lectures *may be* incorporated into exams, or other forms of evaluating student performance. You are responsible to ensure that you take appropriate notes of the class lectures, so when and if materials from the lectures appear on an exam, you have studied the correct material.
3. Understand that all written assignments are due at the time of the class in which they pertain and at no other time. We **cannot accept late assignments.**
4. Your role and responsibility includes a desire to learn and contribute to the learning experience for the group by actively participating in class discussions and exercises. I exercise the right to call on any student at any time for class participation and to judge your preparedness for the class.
5. You should arrive at class on time to avoid disrupting the class. Mobile phones, pagers, iPods and PDAs should be turned off before entering the classroom. Working on assignments from other courses or studying for other exams, reading outside materials unrelated to the course, talking with fellow students during lectures, sleeping in class, and any other disruptive behaviour(s) is(are) not permitted.

EXAMINATIONS

A final examination is included as an assessment task for this unit to provide assurance that:

- i) the product belongs to the student and
- ii) the student has attained the knowledge and skills specified in this Unit Outline.

A three (3) hour final examination for this unit will be held during the University Examination period, that is, from 17 November to 3 December 2010.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations.

<http://www.timetables.mq.edu.au/exam>

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. The University's policy on special consideration process is available at:

http://www.mq.edu.au/policy/docs/special_consideration/policy.html

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period.

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at:

<http://www.mq.edu.au/policy/docs/examination/policy.htm>

PLAGIARISM

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the *Handbook of Undergraduate Studies* or on the web at:

http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism, and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

ACADEMIC HONESTY

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at:

http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

GRADES

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG).

On occasion your raw mark for a unit (i.e., the total of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that units with the same past performances of their students should achieve similar results.

It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit. In fact it does something like the opposite, in requiring examiners to explain their actions if more than 20% of students fail in a unit. The process of scaling does not change the order of marks among students. A student who receives a higher raw mark than another will also receive a higher final scaled mark.

For an explanation of the policy see:

<http://senate.mq.edu.au/rules/Guidelines2003.doc> or
<http://senate.mq.edu.au/rules/detailedguidelines.doc>

GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/grade_appeals

SPECIAL CONSIDERATION

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at: http://www.mq.edu.au/policy/docs/special_consideration/procedure.html

STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://www.student.mq.edu.au>

IT CONDITIONS OF USE

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorized coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilizing University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.

MKTG309 SOCIAL MARKETING AND SUSTAINABILITY
GROUP DETAILS

Tutorial DAY: _____

Tutorial TIME: _____

Tutorial Stream: A or B

Please note name and student number for each group member.

NAME: ID. EMAIL MOBILE PHONE:	NAME: ID. EMAIL MOBILE PHONE:	NAME: ID. EMAIL MOBILE PHONE:
NAME: ID. EMAIL MOBILE PHONE:	NAME: ID. EMAIL MOBILE PHONE:	NAME: ID. EMAIL MOBILE PHONE:

THE NOMINATED GROUP LEADER:

NAME _____

DAY AND TIME OF GROUP MEETINGS AS GREED BY GROUP

DAY _____

TIME _____

TUTORIAL TOPIC AND WEEK TO BE PRESENTED



MKTG309 SOCIAL MARKETING AND SUSTAINABILITY
MARKING GUIDE
GROUP ASSIGNMENT
PRESENTATION AND REPORT
25 MARKS

PRESENTATION 10 MARKS

Clarity and Thoroughness of Presentation	Poor	1	2	3	4	5	Excellent
Effectiveness of Visual Aids, Multi- media	Poor	1	2	3	4	5	Excellent
Ability to hold audience interest	Poor	1	2	3	4	5	Excellent
Ability to respond to questions from audience	Poor	1	2	3	4	5	Excellent

WRITTEN Content 15 marks

Addressed the questions/issues comprehensively	Poor	1	2	3	4	5	Excellent
Effective use of supporting facts/data to address the questions and issues.	Poor	1	2	3	4	5	Excellent
Drew connections between theory and practice as appropriate	Poor	1	2	3	4	5	Excellent
Grammar, spelling and writing mechanics	Poor	1	2	3	4	5	Excellent
-Organisation, Logic and Clarity of expression							
-Tables, charts and graphs used appropriately							
Referencing	Poor	0	or				5
Professional Presentation	Poor	1	2	3	4	5	Excellent
- Neatness, page numbers, proper margins, etc.							

Lecturer: _____ **Mark** _____ **/25**

Note: If referencing is unacceptable you will receive zero for this assessment and risk being reported to the Dean FBE.

MKTG309 SOCIAL MARKETING AND SUSTAINABILITY

MARKING GUIDE

A Report on a Social Marketing Campaign 2,000 words
This assessment contributes 20% to final grade.

15 marks **Part 1 PROVIDE BACKGROUND, PURPOSE AND FOCUS OF THE SOCIAL MARKETING CAMPAIGN (Chapter 5)**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

- 1.1 Summarise the key background information leading to the development of this issue. 1.2 What is the campaign purpose and intended impact or benefit?
 1.3 What is the campaign focus?

20 marks **Part 2 CONDUCT A SITUATION ANALYSIS (Chapter 5)**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

- 2.1 Internal Strengths
 2.2 Internal Weaknesses
 2.3 External Opportunities
 2.4 External Threats

10 marks **Part 3 TARGET MARKET (Chapters 6 and 7)**

1 2 3 4 5 6 7 8 9 10

- 3.1 Who is the target group?
 3.2 What are the barriers your audience may have to adopting the desired behaviour?
 3.3 What are the key benefits your target audience will be motivated by?
 3.4 Define the Objectives

10 marks **Part 4 COMPETITION (Chapter 8)**

1 2 3 4 5 6 7 8 9 10

- 4.1 What are the competing alternative behaviours?
 4.2 What benefits do your audiences associate with these behaviours?
 4.3 What costs do your audiences associate with these behaviours?

5 marks **Part 5 POSITIONING (Chapter 9)**

1 2 3 4 5

- 5.1 Write a positioning statement

10 marks **REFERENCES AND BIBLIOGRAPHY**

0 10

- ***no plagiarism and correct referencing earns 10 marks***
- all ideas of others correctly cited and referenced
- any errors or omissions may earn zero marks for entire assignment and risk being reported to the Dean of FBE.

10 marks **GENERAL**

1 2 3 4 5 6 7 8 9 10

Grammar, spelling and writing mechanics: Organisation, Logic and Clarity of expression: Tables, charts and graphs with sources; Professional Presentation- Neatness, page numbers, proper margins, etc.

COMMENTS _____

TOTAL OUT OF 80 = _____ LECTURER: _____