Students in this unit should read this unit guide carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult one of the teaching staff in the unit.

**ABOUT THIS UNIT**

Unlike commercial marketing which seeks to simplify changes in purchasing patterns, social marketing seeks to change strongly ingrained behaviour or firmly held beliefs in a manner that benefits individuals and society at large. Social marketing is a process that applies marketing principles and techniques to create, communicate and deliver value in order to influence target audience behaviours that benefit society (public health, safety, the environment and communities) as well as the target audience.

Examples of social marketing include campaigns to prevent or reduce

- alcohol consumption
- smoking
- drug abuse
- domestic violence
- unsafe driving
- waste through recycling

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

This unit contributes as a subject within the marketing elective for Bachelor of Commerce and Bachelor of Arts degrees.

This is also an elective unit open to any student across the university.

It is a *people* designated unit.

Whilst previous studies in marketing are 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: Cynthia Webster  
  (cynthia.webster@mq.edu.au)
- Lecturer: Bob Miller  
  (bob.austreet@bigpond.com)
- Tutor: Jen Hsieh  
  (jennifer.hsieh@mq.edu.au)
- Tutor: Sonal Singh  
  (sonal.singh@mq.edu.au)
- Tutor: Lauren Gellatly  
  (lauren.gellatly@mq.edu.au)
- Tutor: Ed Tello Melendez  
  (edward.tello@mq.edu.au)

**CONTACTING STAFF**

Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

- Consultation times: Unit Convenor: A/Prof Cynthia Webster  
  o Tuesdays: 2-3pm, office room: E4A 640, phone: 9850-4857
- Consultation time with tutors: during or prior to tutorials

You are encouraged to seek help at a time that is convenient to you from your assigned tutor or unit convenor during or prior to your assigned tutorial time or during regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. Staff will not conduct consultations by email. You may, however, phone staff during their consultation hours.

- Other ways of contacting staff: The most effective and preferred way for students to contact staff is via email using your official Macquarie University email account. Staff will NOT respond to email messages from other accounts.

**PRIZES**

- None

**CLASSES**

Lectures and Tutorials:  
http://www.timetables.mq.edu.au/

- This unit consists of 3 hours face-to-face teaching per week, one 2 hour lecture and one 1 hour tutorial
- Attendance will be recorded in each tutorial.
  - **Warning:** You **must attend** at least 9 of the 11 face-to-face tutorials. Failure to do so will lead to major deduction from your group-work contribution.
- Medical certificates must be provided and a formal special consideration application lodged if you are not able to attend a class without incurring a penalty.
- Students are expected to arrive on time, and not to leave until the class ends.
- If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor.
REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Required Reading:

Additional/Recommended Reading:

Articles Related to Social Marketing
Specific Websites for Social Marketing

http://media.socialchange.net.au/planning_comms/guides.html
'A Short Course in Social Marketing', on the Novartis Foundation web site

http://foundation.novartis.com/social_marketing.htm

http://media.socialartis.net.au/strategy/


UK Centre for Social Marketing at the University of Strathclyde in the UK is worth a look. In particular check out their "Social Marketing - A Synopsis", at http://www.marketing.strath.ac.uk/csm/about/synopsis.htm

Other Recommended Reading
In addition to the required text and suggested readings above, you should familiarise yourself with the relevant academic journals, including:

- 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 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)

TECHNOLOGY USED AND REQUIRED

- Students are required to use power point, word processing and iLearn.

UNIT WEB PAGE

- Course material is available on the learning management system (iLearn)
- The web page for this unit can be found at: http://ilearn.mq.edu.au
LEARNING OUTCOMES

This unit introduces students to the theory and application of social marketing. 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 main aim 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 and outline the scope of social marketing, seeking out new ideas and opportunities.
2. Demonstrate awareness of social responsibility and become familiar with the range of issues where social marketing has an impact.
3. Appreciate the characteristics and needs of others in society and understand prospective challenges to social issues including environmental sustainability.
4. Critically analyse, discuss, and evaluate social marketing strategies and use secondary research skills to collect, collate and integrate examples with theory.
5. Apply marketing techniques and theories to develop creative solutions to social problems acknowledging the implications of managerial decisions on society.
6. 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.

GRADUATE CAPABILITIES

In addition to the discipline-based learning objectives outlined above, all academic programs at Macquarie seek to develop the capabilities the University's graduates will need to develop to address the challenges, and to be effective, engaged participants in their world.

This unit contributes to this by developing the following graduate capabilities:

- Problem Solving and Research Capability
- Creative and Innovative
- Effective Communication

LEARNING AND TEACHING ACTIVITIES

This unit employs a combination of lectures and tutorials. You are expected to attend all lectures and all tutorials 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. 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.
**Research and Practice**

- This unit uses research from external sources (see references listed above)
- This unit gives you practice in applying research findings in your assignments
- This unit gives you opportunities to conduct your own secondary research

**Relationship between Assessment and Learning Outcomes**

<table>
<thead>
<tr>
<th>Description</th>
<th>Individual Assignment (20%)</th>
<th>Group Presentation (20%)</th>
<th>Class Test (15%)</th>
<th>Final Examination (45%)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>A report on a social marketing campaign selected with assistance from your tutor. Report to be written in context of text book: “Ten steps to developing a social marketing campaign”.</td>
<td>Each group will present a 30 minute case study in tutorial. Presentation marks are made up of individual (5%) presentation skills and group (15%) presentation materials.</td>
<td>The test is 60 to 90 minutes held in Lecture in week 6. 40 multiple choice questions based on all material covered in weeks 1 to 5.</td>
<td>The duration of the exam is 3 hour plus 10 minutes held during the university’s exam period. Multiple choice and long essay format.</td>
<td></td>
</tr>
<tr>
<td>Due date</td>
<td>3pm Tuesday 1 MAY</td>
<td>Presentations will be held each week in tutorials from week 7. Week 6 LECTURES. Tues 3 April &amp; Wed 4 April</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marking criteria/standards &amp; expectations</td>
<td>Students are expected to demonstrate that they can employ the ten steps and 15 principles of success when analysing their selected social marketing campaigns.</td>
<td>Students are expected to (1) answer the questions set for the case study; (2) make the presentation as interesting by as possible.</td>
<td>This is an early warning test to see if you have been studying.</td>
<td>You are expected to demonstrate insight into the whole unit’s lessons in your answers...relate one lecture to another and the tutorial presentations as proof of your understanding of this subject.</td>
<td></td>
</tr>
<tr>
<td>Submission method</td>
<td>Final electronic version submitted to Turnitin AND hardcopy submitted to BESS.</td>
<td>Electronic version of power point slides with embedded notes submitted to website 1 hour prior to presentation.</td>
<td>In LECTURE week 6</td>
<td>To examination invigilator</td>
<td></td>
</tr>
<tr>
<td>Feedback</td>
<td>Verbal and written feedback will be given in Lectures and Tutorials in week 11.</td>
<td>Written feedback will be given1 to 2 weeks after presentation.</td>
<td>Marks will be posted after mid-session break in week 7</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>Estimated student workload (hours)</td>
<td>7 hours</td>
<td>30 hours</td>
<td>30 hours</td>
<td>30 hours</td>
<td>97 hours</td>
</tr>
<tr>
<td>Learning outcomes assessed:</td>
<td>Individual Assignment (20%)</td>
<td>Group Presentation (20%)</td>
<td>Class Test (15%)</td>
<td>Final Examination (45%)</td>
<td>Total</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------------------------</td>
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<td>-------</td>
</tr>
<tr>
<td>1, 2 &amp; 3 Outline the scope of social marketing and be familiar with the range of issues and needs of others in society</td>
<td></td>
<td></td>
<td>15%</td>
<td>20%</td>
<td>35%</td>
</tr>
<tr>
<td>4 Critically analyse, discuss, and evaluate social marketing strategies and apply research skills</td>
<td>5%</td>
<td>5%</td>
<td></td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>5 &amp; 6 Apply marketing techniques to develop creative solutions and theoretically rigorous arguments relating to social problems</td>
<td>5%</td>
<td>5%</td>
<td></td>
<td>10%</td>
<td>20%</td>
</tr>
</tbody>
</table>

| Graduate capabilities assessed:                                                            |                             |                          |                 |                         |       |
| Problem solving & research capability                                                      | 5%                          |                          | 5%              |                         | 10%   |
| Creative & innovative                                                                      |                             |                          |                 |                         | 5%    |
| Effective communication                                                                    | 5%                          | 5%                       |                 |                         | 10%   |
| Total                                                                                     | 20%                         | 20%                      | 15%             | 45%                     | 100%  |

- Students may only sit for the class test once. Failure to sit for the class test will result in a zero grade.
- Students who fail their class test will be counselled as an early warning that they have to work harder.
- Students who are absent on the day of their group presentation will receive a zero grade for both the individual and the group marks.
- Late submissions of assignments (up to 24 hours) will be penalised at 50% of the grade.
- Students will only be given special consideration for non-attendance under exceptional circumstances, supported by documentary proof (e.g., medical certificates).

**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 tested in the exam.
A 3-hour final examination for this unit will be held during the University Examination period. The University Examination period in First Half Year 2012 is from 12 to 29 June.

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://exams.mq.edu.au/

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. (Individual Faculties may wish to signal when the Faculties’ Supplementary Exams are normally scheduled.)

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

**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**

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction  
- D - Distinction
- CR - Credit 
- P - Pass 
- F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:
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.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals

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/policy.html

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

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

Students are expected to act responsibly when using 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 units 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 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.
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic and tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Topic: Introduction to the Unit &amp; Defining Social Marketing</strong>&lt;br&gt;<strong>Lectures:</strong>&lt;br&gt;- Tues 28 &amp; Wed 29 Feb&lt;br&gt;<strong>Reading:</strong>&lt;br&gt;- Ch 1&lt;br&gt;- Rothschild (1999)&lt;br&gt;<strong>Tutorial Activity:</strong>&lt;br&gt;- No face-to-face tutorials&lt;br&gt;- Online tutorial meet &amp; greet</td>
</tr>
<tr>
<td>2</td>
<td><strong>Topic: Strategic Marketing Process &amp; Discovering Keys to Success</strong>&lt;br&gt;<strong>Lectures:</strong>&lt;br&gt;- Tues 6 &amp; Wed 7 March&lt;br&gt;<strong>Reading:</strong>&lt;br&gt;- Ch 2 &amp; Ch 3&lt;br&gt;<strong>Tutorial Activity:</strong>&lt;br&gt;- Group formation &amp; allocation of tutorial topics&lt;br&gt;- Briefing on assessment requirements</td>
</tr>
<tr>
<td>3</td>
<td><strong>Topic: Market Research Needs &amp; Internal and External Environments</strong>&lt;br&gt;<strong>Lectures:</strong>&lt;br&gt;- Tues 13 &amp; Wed 14 March&lt;br&gt;<strong>Reading:</strong>&lt;br&gt;- Ch 4 &amp; Ch 5&lt;br&gt;<strong>Tutorial Activity:</strong>&lt;br&gt;- Guidance on research, referencing &amp; Turnitin</td>
</tr>
<tr>
<td>4</td>
<td><strong>Topic: Target Markets &amp; Goals and Objectives</strong>&lt;br&gt;<strong>Lectures:</strong>&lt;br&gt;- Tues 20 &amp; Wed 21 March&lt;br&gt;<strong>Reading:</strong>&lt;br&gt;- Ch 6 &amp; Ch 7&lt;br&gt;<strong>Tutorial Activity:</strong>&lt;br&gt;- Group contracts &amp; Individual topics approved</td>
</tr>
<tr>
<td>5</td>
<td><strong>Topic: Barriers, Benefits and the Competition</strong>&lt;br&gt;<strong>Lectures:</strong>&lt;br&gt;- Tues 27 &amp; Wed 28 March&lt;br&gt;<strong>Reading:</strong>&lt;br&gt;- Ch 8&lt;br&gt;- Sheth et al. (2011)&lt;br&gt;<strong>Tutorial Activity:</strong>&lt;br&gt;- Group Work</td>
</tr>
<tr>
<td>6</td>
<td><strong>Topic: CLASS TEST in LECTURE</strong>&lt;br&gt;<strong>Lectures:</strong>&lt;br&gt;- Tues 3 &amp; Wed 4 April&lt;br&gt;<strong>Reading:</strong>&lt;br&gt;- Review readings&lt;br&gt;<strong>Tutorial Activity:</strong>&lt;br&gt;- No face-to-face tutorials&lt;br&gt;- Online tutorial review &amp; prep for in-semester test</td>
</tr>
<tr>
<td>7</td>
<td><strong>Mid-Semester Break: Fri 6 April to Fri 20 April 2012</strong></td>
</tr>
<tr>
<td>8</td>
<td><strong>Topic: Positioning</strong>&lt;br&gt;<strong>Lecture:</strong>&lt;br&gt;- Tues 24 April&lt;br&gt;<strong>Reading:</strong>&lt;br&gt;- Ch 9&lt;br&gt;<strong>Tutorial Activity:</strong>&lt;br&gt;- Group Presentation</td>
</tr>
<tr>
<td>9</td>
<td><strong>Topic: Product Platform</strong>&lt;br&gt;<strong>INDIVIDUAL WRITTEN REPORT DUE 3pm Tuesday 1 MAY</strong>&lt;br&gt;<strong>Lectures:</strong>&lt;br&gt;- Tues 1 &amp; Wed 2 May&lt;br&gt;<strong>Reading:</strong>&lt;br&gt;- Ch 10&lt;br&gt;<strong>Tutorial Activity:</strong>&lt;br&gt;- Group Presentation</td>
</tr>
<tr>
<td>10</td>
<td><strong>Topic: Pricing &amp; Distribution</strong>&lt;br&gt;<strong>Lectures:</strong>&lt;br&gt;- Tues 8 &amp; Wed 9 May&lt;br&gt;<strong>Reading:</strong>&lt;br&gt;- Ch 11 &amp; Ch 12&lt;br&gt;<strong>Tutorial Activity:</strong>&lt;br&gt;- Group Presentation</td>
</tr>
<tr>
<td>11</td>
<td><strong>Topic: Promotion</strong>&lt;br&gt;<strong>Lectures:</strong>&lt;br&gt;- Tues 15 &amp; Wed 16 May&lt;br&gt;<strong>Reading:</strong>&lt;br&gt;- Ch 13 &amp; Ch 14&lt;br&gt;<strong>Tutorial Activity:</strong>&lt;br&gt;- Group Presentation</td>
</tr>
<tr>
<td>12</td>
<td><strong>Topic: Monitoring &amp; Evaluation</strong>&lt;br&gt;<strong>Lectures:</strong>&lt;br&gt;- Tues 22 &amp; Wed 23 May&lt;br&gt;<strong>Reading:</strong>&lt;br&gt;- Ch 15&lt;br&gt;<strong>Tutorial Activity:</strong>&lt;br&gt;- Group Presentation</td>
</tr>
<tr>
<td>13</td>
<td><strong>Topic: Budgets, Funding &amp; Implementation</strong>&lt;br&gt;<strong>Lectures:</strong>&lt;br&gt;- Tues 29 &amp; Wed 30 May&lt;br&gt;<strong>Reading:</strong>&lt;br&gt;- Ch 16 &amp; Ch 17&lt;br&gt;<strong>Tutorial Activity:</strong>&lt;br&gt;- Group Presentation</td>
</tr>
<tr>
<td>14</td>
<td><strong>Topic: REVISION</strong>&lt;br&gt;<strong>Lectures:</strong>&lt;br&gt;- Tues 5 &amp; Wed 6 June&lt;br&gt;<strong>Tutorial Activity:</strong>&lt;br&gt;- Review tutorial material for final exam</td>
</tr>
</tbody>
</table>