Social Marketing examines the adaptation and adoption of commercial marketing principles and practice into the field of social change marketing. Specific topics include examining the contemporary issues in the social marketing sector including the development of unique social marketing models for changing attitudes and behaviours, as well as the use of commercial marketing to deliver goods, ideas, and service products for social marketing outcomes.

<table>
<thead>
<tr>
<th><strong>Mode of Delivery</strong></th>
<th>On campus, online,</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Prerequisites</strong></td>
<td>To enrol in this course you must have completed MKTG2004 and MKTG2031</td>
</tr>
<tr>
<td><strong>Course Convenor/Lecturer:</strong></td>
<td>Dr Stephen Dann</td>
</tr>
<tr>
<td><strong>Phone:</strong></td>
<td>61254516</td>
</tr>
<tr>
<td><strong>Email:</strong></td>
<td><a href="mailto:Stephen.dann@anu.edu.au">Stephen.dann@anu.edu.au</a></td>
</tr>
<tr>
<td><strong>Office hours for student consultation:</strong></td>
<td>Via online booking: <a href="http://meetme.so/stephendann">http://meetme.so/stephendann</a></td>
</tr>
<tr>
<td><strong>Student administrator/s</strong></td>
<td>RSM Student Office (Monday to Friday 9am to 5pm)</td>
</tr>
<tr>
<td><strong>Phone:</strong></td>
<td>6125 6737 or 6125 9839</td>
</tr>
</tbody>
</table>
COURSE OVERVIEW

Learning Outcomes

Upon successful completion of the requirements for this course, students will be able to:

- LO1: apply the principles of commercial marketing to social change;
- LO2: adapt, adopt and implement marketing for social change to present solutions for social problems to the market; and,
- LO3: understand the limits of marketing as a mechanism for social change.

Proposed Assessment (Summary): Assessment for this course will be confirmed after consultation with students at the first lecture of the semester. If there are any changes to the assessment, those changes will be publicised on Wattle.

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Value</th>
<th>Due Date</th>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Essay 1: Social Marketing Problem</td>
<td>30</td>
<td>11 pm, Sunday, 31 August</td>
<td>LO1</td>
</tr>
<tr>
<td>2. Essay 2: Social Marketing Solution</td>
<td>30</td>
<td>11pm, Sunday, 19 October</td>
<td>LO2</td>
</tr>
<tr>
<td>3. Exam</td>
<td>40</td>
<td>Exams</td>
<td>LO3</td>
</tr>
</tbody>
</table>

Research-Led Teaching

The educational philosophy of ANU is that students are part of a community of scholars. An ANU education will engage students and stretch them intellectually, encouraging them to question the norms – to ask “why” not only “how” and to discover through their own research. Social marketing focuses on the adaptation of existing commercial marketing knowledge to the complex circumstances of social change causes, and allows for the students to pursue their own research into the key topic areas, and to develop a mindset of experimentation and application in the pursuit of knowledge discovery.
Feedback

Staff Feedback
Students will be given feedback in the following forms in this course:

- Draft assessment items will be read, and commented on if submitted by the appropriate dates
  - Essay 1 Draft: Wednesday, 27 August 2014
  - Essay 2 Draft: Wednesday, 8 October 2014
  - Practice Exam Answer: Wednesday, 29 October 2014
- Additional feedback will include
  - In-class discussions
  - Online forum comments,
  - Verbal comments,
  - Feedback to the whole class,
  - Individual or small group consultation,

Student Feedback
ANU is committed to the demonstration of educational excellence and regularly seeks feedback from students. One of the key formal ways students have to provide feedback is through Student Experience of Learning Support (SELS) surveys. The feedback given in these surveys is anonymous and provides the Colleges, University Education Committee and Academic Board with opportunities to recognise excellent teaching, and opportunities for improvement.

For more information on student surveys at ANU and reports on the feedback provided on ANU courses, go to:

http://unistats.anu.edu.au/surveys/selt/students/ and
http://unistats.anu.edu.au/surveys/selt/results/learning/

Policies
ANU has educational policies, procedures and guidelines, which are designed to ensure that staff and students are aware of the University’s academic standards, and implement them. You can find the University’s education policies and an explanatory glossary at: http://policies.anu.edu.au/

Students are expected to have read the Code of Practice for Student Academic Integrity before the commencement of their course.

Key policies include:
- **Student Assessment (Coursework)**
- **Student Surveys and Evaluations**
- **Assessment of Student Learning**
<table>
<thead>
<tr>
<th>Week</th>
<th>Summary of Activities</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Domain</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Problem Identification</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Segmentation</td>
<td>Idea Registration</td>
</tr>
<tr>
<td>4</td>
<td>Strategy</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Target Markets</td>
<td>Draft Essay Opens (Wednesday, 20 August 2014)</td>
</tr>
<tr>
<td>6</td>
<td>Decision and Decision and Documentation</td>
<td>Draft Essay Closes (Wednesday, 27 August 2014)</td>
</tr>
<tr>
<td>7</td>
<td>Marketing Mix Matrix I</td>
<td>Essay 1 Due (Sunday, 31 August 2014)</td>
</tr>
<tr>
<td></td>
<td>Break 1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Break 2</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Marketing Mix Matrix II</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Public Holiday</td>
<td>Draft Essay Opens (Wednesday, 1 October 2014)</td>
</tr>
<tr>
<td>10</td>
<td>Public Holiday</td>
<td>Draft Essay Closes (Wednesday, 8 October 2014)</td>
</tr>
<tr>
<td>11</td>
<td>Marketing Mix Matrix III</td>
<td></td>
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<tr>
<td>12</td>
<td>Metrics, Ethics, and Impact</td>
<td>Essay 2 Due (Sunday, 19 October 2014) Draft Exam Question Opens (Wednesday, 22 October 2014)</td>
</tr>
<tr>
<td>13</td>
<td>Revision</td>
<td>Draft Exam Question Closes (Wednesday, 29 October 2014)</td>
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</tbody>
</table>

Examination period

Exam (40%)
1 x 20 mark compulsory question
2 x 10 mark questions from a choice of 3
ASSESSMENT REQUIREMENTS

Assessment Tasks

Participation
There are no grades directly associated with participation. Students who attend the lectures will be encouraged to participate, and each week, one group of students will be set an assigned reading to discuss in the class, and to be lead discussants of the reading.

Assessment Task 1: Social Marketing Problem

Details of task: This is part 1 of the essay project for this semester. In the first part of the paper, students will overview, outline and detail a social problem that will be addressed through social marketing. This paper will provide an analysis of the social problem, express how social marketing can be used as the basis for a solution, and detail what marketing strategy is involved in the process. This will be followed by a short examination of the value offering to be provided, and a review of the relevant theory and concepts appropriate for discussing the market segments that would be addressed by the value offer. The paper will conclude with the selection of a single, specific target audience for the campaign, and an overview of key consumer behaviour theory associated with this target market’s adoption of the value offering.

The target market and strategy from this document will influence the second essay.

Task Activity
- Analyse a social problem
- Determine which marketing strategic approach has the best fit to delivering a solution to the problem
- Create a social marketing solution to your identified social problem.
- Outline how the solution can be delivered as a market based value offering through the adaptation and adoption of elements of the AMA (2007) framework and/or the CIM (2005) approach
- Evaluate a set of market segments who would be responsive to your social marketing solution
- Suggest a single, specific target audience from a range of market segments
- Justify the selection of the single, specific, narrowly defined target market with the use of the relevant consumer behaviour framework
- Determine what are the possible roles of consumer behaviour, and related marketing theory in presenting a solution to this social problem

Assessment Rubrics
A rubric of the assessment task will be provided on Wattle.

Word limit (where applicable): 2500 words (range 2250 to 2750)
Value: 30%
Presentation requirements: Look fabulous
Estimated return date: 15 working days from submission
Individual Assessment
Assessment Task 2: Social Marketing Solution

Details of task: This is the sequel to Social Marketing Problem paper. Using the value offer, strategy and target market from the first essay, students will demonstrate creative solutions to their chosen social marketing problem. By targeting a single, specific and narrowly defined target market, students will be able to apply the marketing mix to appropriately introduce a value offering that will be desired by the target market, and consistent with the strategic decisions made in the first essay. This activity will provide the opportunity to deliver a practical paper informed and supported by theory.

Task Activity
- Briefly outline the target market for the social marketing solution.
- Identify the current behaviour / attitude that the audience is using that your solution intends to modify/replace
- Outline the benefits of the competition
- Create a consumer focused solution that is a superior alternative to the current behaviour / attitude.
- Apply the whole of the marketing mix to the development of the superior alternative offer.
- Justify your decisions with reference to the relevant marketing theories
- Be aware of, and comment on, any ethical issues that may arise from the means, methods or mechanisms of your social change campaign using marketing techniques

Assessment Rubrics
A rubric will be made available on Wattle.
Word limit (where applicable): 2500 words (+/- 10%)
Value: 30%
Presentation requirements: Make it pop
Estimated return date: 15 working days after submission
Individual or Group Assessment
Examination(s)
The exam is going to be fun. The questions have been written with an eye towards giving you a chance to be excited about the assessment item, and to give you an arena to recognise the value of marketing theory for explanation and justification in assessment tasks. It’s also a chance to value the exam experience as an educational opportunity, and to reaffirm your enjoyment of marketing assessment.

Value: 40%
Format: 2 hours
Questions:
- 1 x 20% compulsory question examining the ethics of a social marketing situation, and which draws on the entire semester of study, including the opportunity to incorporate reference to the two essay answers, and to make use of citations from both assignments.
- 2 x 10% questions from a choice of three topics.

Assignment submission
Online Submission: Assignments are submitted using the course Wattle site via the Turnitin system. Nobody cares about the similarity score system, it’s only being used because the GradeMark system is rather handy.

Extensions and penalties
- Don’t be late without warning. It messes with the timing of the subject.
- Drafts will only be read if submitted during the open draft period
- Stick to the word count. Exceeding the word count by more than 10% in either direction invokes penalties of at least 10% of the total worth of the assessment task.

Returning assignments
Assignments will be returned via Turnitin

Resubmission of assignments
No resubmissions are accepted

Referencing requirements
Full referencing is required. Any reference style that you are familiar with is fine. References are a minimum, mandatory part of the subject, and are actively rewarded with high grades and superior point scores, so really, it’s compulsory and it’s valuable

Examination material or equipment
The end of semester exam will be fun. These things are awesome opportunities to show

http://timetable.anu.edu.au/exams/

At this point in the document, you can insert reading lists, class activity specifications and other relevant information.
**Workloads**
Students taking this course are expected to commit at least 8 hours a week to completing the work.
This will include: [complete as appropriate]

- Lectures (3 hours)
- private study including assessment work, group work if required, and research (3 hours)
- Wattle (2 hours)

**Prescribed Texts and Reference Materials**
Information about prescribed texts should match the information on the study@ site for the course.

The ANU library’s eReserve should be used to make reference materials available to students whilst avoid copyright infringement. See http://anulib.anu.edu.au/services/reserve/reserveforlecturers.html for more information about eReserve, but in short lecturers provide a list of their course readings to the ANU library at least six weeks before the commencement of teaching. Library staff will, in return, provide a link to ereserve which can be put into the course Wattle site. For course outline purposes a link can be included to the non-specific ereserve site http://anulib.anu.edu.au/services/reserve/.

**Support for Students**
The University offers a number of support services for students. Information on these is available online from http://students.anu.edu.au/studentlife/

**Finalisation of Marks and Grades**
After marking is concluded the lecturer will submit a report to the Committee of Examiners for the course recommending final marks and letter grades for each student. The Committee comprises, at a minimum, the Director of the Research School of Management, the lecturer, and at least one second examiner. The lecturer’s recommendations are based on the points accumulated by each student and judgments about individual student performance, guided by the ANU Policy on Coursework Assessment:


The Director of the Research School of Management then forwards the marks and grades to the Executive of the College of Business and Economics for final approval.