

MKT367 Social Marketing

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

Social marketing uses commercial marketing concepts and techniques to influence the behaviour of a specific target audience with the intent of achieving positive societal impact. MKT367 Social Marketing incorporates a combination of in-class activities, discussions, and field observations, allowing students to learn how to apply appropriate social marketing concepts, tools and strategies to adequately address different social issues.

Topics:

- Concept of social marketing; Differences between commercial marketing and social marketing.
- The strategic marketing planning process; Defining social issues and conducting situation
- Selecting target markets; setting goals and objectives.
- Identifying barriers, benefits, competition and influential others; crafting a desired positioning.
- Practicum component – Preparing a social marketing plan
- Practicum component – Presenting a social marketing plan
- Creating a product platform.
- Determining monetary and nonmonetary incentives and disincentives.
- Place: Making access convenient and pleasant
- Promotion: Deciding on social marketing messages, creative strategies, and specific
- Practicum component – Executing the social marketing project.
- Practicum component – Reflection on the learning experience.

Textbooks:

Nancy R. Lee and Philip Kotler: Social Marketing - Behavior Change for Social Good, Nancy R. Lee and Philip Kotler. Sixth Edition. SAGE 6th edition SAGE
ISBN-13: 9781544351490

Learning Outcome:

- Demonstrate understanding of the concept of social marketing
- Recognise social issues
- Formulate an appropriate positioning strategy to appeal to a specific group of target
- Compose suitable product, price, place, and promotion social marketing strategies
- Demonstrate the ability to conduct situational analyses for social issues
- Implement social marketing projects

Assessment Strategies (Evening Class):

| Components | Description | Weightage Allocation (%) |
|-------------------------------|--------------------|---------------------------------|
| Overall Continuous Assessment | GBA - VIDEO 1 | 16 |
| | GBA - PPT 1 | 8 |
| | PARTICIPATION 1 | 12 |
| | GBA - VIDEO 2 | 16 |
| | GBA - PPT 2 | 8 |
| Overall Examinable Components | ECA-REPORT | 20 |
| | ECA-VIDEO | 14 |
| | ECA-POWERPOINT | 6 |
| Total | | 100 |