

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.

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 (Daytime Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-COURSE QUIZ 1	10
	GBA - VIDEO 1	5
	GBA - PPT 1	10

Overall Continuous Assessment	PARTICIPATION 1	5
	GBA - VIDEO 2	10
	GBA - REPORT 2	10
Overall Examinable Components	ECA-REPORT	32.50
	ECA-VIDEO	12.50
	ECA-POWERPOINT	5
Total		100