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Course Syllabus Social Marketing

Agosto – diciembre 2018

VII Cycle

Professor

Alicia González Sparks

I. General course information

Course	: Social Marketing	Code	: 08153
Prerequisites	: Communication and Advertising	Semester	: 2018-II
Credits	: 3	Level	: VII

II. Summary

This is a theoretical-practical course. It aims to develop the necessary ethical and procedural competencies to successfully influence the voluntary behavior of the target public to improve their personal wellbeing as well as that of their society.

This course analyses the concept of Social Marketing, Social Marketing plans and programs, Social Marketing tools, and the key factors leading to entrepreneurial competitiveness.

III. Course Objective

The aim of the course is to facilitate student knowledge and understanding of social marketing basics, how to analyze social marketing environments in highly competitive and continuous changing scenarios concepts and describe new social marketing trends.

IV. Learning Results

By completing this course student will or be able to:

- Comprehend and describe the basics of Social Marketing.
- Describe how Marketing is applied to promote changes in behaviors that impact a society.
- Critically analyze the external environments and identify major trends.
- Identify and comprehend the extent to which major trends impact societies presenting opportunities and challenges
- Identify and comprehend key elements of consumer's behavior relevant to Social Marketing programs.
- Know how to apply marketing strategies to Social Marketing.
- Understand the manner in which the marketing mix variables are used in Social Marketing.
- Develop a basic Social Marketing Program
- Evaluate and critique academic papers in the topic of Social Marketing
- Evaluate and critique Social Marketing Programs
- Have a comprehensive understanding of Social Marketing, its use, and its importance
- Develop effective presentations skills.

V. Methodology

The course encourages student active participation through the use of diverse methods and techniques. The professor acts as a learning facilitator, combining class lectures, analysis and discussion of various types of articles, case studies, and an end of course group project.

The method of teaching reinforces the participants' learning and aims to develop the needed skills to performance successfully in the business world; such as, analytical skills, critical thinking, synthesizing, solving problems, and decision making.

A principal textbook is used for the course. However, it will be combined with complementary readings as assigned by the professor..

VI. Evaluation

The evaluation system is permanent and comprehensive, and is intended to promote students learning. The course grade is obtained with an average grade of the permanent evaluation (40%), the midterm exam (30%) and the final exam (30%).

The permanent evaluation is the weighted average of the following assessments: Reading control quizzes / Graded Evaluations / Final Investigation Work / Class Participation, Presentations, and other short assignments. The average of these scores gives the grade for this component of the final grade.

The weights of the permanent evaluation are described in the following table:

PERMANENT EVALUATION AVERAGE (PEA) 40%		
Evaluation Type	Description	Weight (%)
Reading Quizzes	4 Reading Quizzes (lowest grade of 5 is dropped)	15
Graded Evaluation	2 General Evaluations None is eliminated	15 15
Individual Presentation	Presentation on change theories, models, frameworks	10
Social Marketing Paper Critique	Presentation of an academic paper on Social Marketing	10
End of Course Project	Group Project – development of a social marketing program for a Peruvian social issue	25
Other activities	Participation, assignments, in class activities, etc.	10

The final average (FA) is obtained as follows:

$$FA = (0,40 \times PEA) + (0,30 \times ME) + (0,30 \times FE)$$

FA: Final Average

ME: Midterm Exam

PEA: Permanent Evaluation Average

FE: Final Exam

VII. Course Content

WEEK	CONTENT	ACTIVITIES / EVALUATION
<p>1° <i>August 20th – 25th</i></p>	<p>SOCIAL MARKETING</p> <ul style="list-style-type: none"> ▪ Definition of Social Marketing ▪ Origins ▪ Difference from commercial sector Marketing ▪ Difference from Nonprofit Marketing ▪ Social issues that benefit from Social Marketing <p>Lee & Kotler (2016) Social Marketing: Changing Behaviors for Good. Chapter 1. Articles: Kotler & Zaltman (1971). Social Marketing: an approach to planned social change. Journal of Marketing, p.8-12. Laczniak, Lusch, & Murphy (1979). Social Marketing: its ethical dimensions. Journal of Marketing, p. 29-36. Alan R. Andreasen (1994). Social Marketing: its definition and domain. Journal of Public Policy and Marketing, p.108-114. Rob Donovan (2011). Social Marketing's Mythunderstandings. Journal of Social Marketing, p. 8-16.</p>	
<p>2° <i>August 27th – September 1st</i></p>	<p>THE STRATEGIC MARKETING PROCESS</p> <ul style="list-style-type: none"> ▪ Marketing planning: process and influences ▪ Development of a Social Marketing Plan ▪ Importance of the planning process <p>Lee & Kotler (2016) Social Marketing: Changing Behaviors for Good. Chapter 2.</p>	<p>Reading Quiz #1 Weeks 1 & 2</p>
<p>3° <i>September 3rd – 08th</i></p>	<p>ANALYZING THE SOCIAL MARKETING ENVIRONMENT</p> <ul style="list-style-type: none"> ▪ Determining research needs and option ▪ Choosing a social issue, purpose, and focus for the plan ▪ Conducting a situation analysis <p>Lee & Kotler (2016) Social Marketing: Changing Behaviors for Good. Chapters 3 and 4.</p>	<p>Case Discussion #1</p>
<p>4° <i>September 10th – 15th</i></p>	<p>SEGMENTATION, EVALUATION, AND TARGETING</p> <ul style="list-style-type: none"> ▪ Market segmentation ▪ Evaluating market segments ▪ Target market selection ▪ Ethical considerations <p>SETTING OBJECTIVES AND GOALS</p> <ul style="list-style-type: none"> ▪ Setting objectives and goals ▪ The nature of Social Marketing goals ▪ Ethical considerations <p>Lee & Kotler (2016) Social Marketing: Changing Behaviors for Good. Chapters 5 and 6.</p>	<p>Reading Quiz #2 Weeks 3-4</p>
<p>5° <i>September 17th – 22nd</i></p>	<p>DEEPENING YOUR UNDERSTANDING OF THE TARGET MARKET AND THE COMPETITION</p> <ul style="list-style-type: none"> ▪ Identifying target market barriers, benefits, and the competition ▪ Learning more about the target market ▪ Ethical considerations ▪ Behavior change theories, models, and frameworks <p>Lee & Kotler (2016) Social Marketing: Changing Behaviors for Good. Chapters 7 and 8.</p>	<p>Graded Evaluation #1 (weeks 2-4)</p>

<p>6° <i>September 24th – 29th</i></p>	<p>CRAFTING A DESIRED POSITIONING</p> <ul style="list-style-type: none"> ▪ Positioning defined ▪ Developing a positioning statement for Social Marketing products ▪ How positioning relates to branding ▪ Ethical considerations <p>Lee & Kotler (2016) Social Marketing: Changing Behaviors for Good. Chapters 8 and 9.</p>	<p>Reading Quiz #3 Weeks 5-7</p> <p>Individual Presentations: Change theories, models, and frameworks</p>
<p>7° <i>October 01st – 6th</i></p>		<p>Mid Term Exam Weeks 1-6</p>
<p>8° <i>October 8th – 13th</i></p>	<p>MIDTERM EXAM WEEK</p>	
<p>9° <i>October 15th – 20th</i></p>	<p>PRODUCT: CREATING A PRODUCT PLATFORM</p> <ul style="list-style-type: none"> ▪ Product ▪ Developing the Social Marketing product platform ▪ Branding ▪ Ethical considerations related to creating a product platform <p>PRICE: DETERMINING MONETARY AND NONMONETARY INCENTIVES AND DISINCENTIVES</p> <ul style="list-style-type: none"> ▪ Price ▪ Determining monetary and nonmonetary incentives and disincentives ▪ Setting prices for tangible objects and services ▪ Ethical considerations related to pricing strategies <p>Lee & Kotler (2016) Social Marketing: Changing Behaviors for Good. Chapters 10 and 11. Bernhardt, Mays, & Hall (2012). Social marketing at the right place and right time with new media. <i>Journal of Social Marketing</i>, p. 130-137.</p>	<p>Reading Quiz #4 Weeks 9 - 10</p>
<p>10° <i>October 22nd – 27th</i></p>	<p>PLACE: MAKING ACCESS CONVENIENT AND PLEASANT</p> <ul style="list-style-type: none"> ▪ Developing the place strategy ▪ Managing distribution channels ▪ Ethical considerations regarding distribution <p>ACADEMIC PAPER CRITIQUE on Social Marketing</p> <p>Lee & Kotler (2016) Social Marketing: Changing Behaviors for Good. Chapter 12.</p>	<p>Individual presentations of Academic Paper on Social Marketing</p>
<p>11° <i>October 29th – November 03rd</i> 9</p>	<p>PROMOTION: DECIDING ON MESSAGE, MESSENGERS, AND CREATIVE STRATEGIES</p> <ul style="list-style-type: none"> ▪ Promotion (Communication) ▪ Message strategy ▪ Creative Strategy ▪ Pretesting ▪ Ethical considerations <p>PROMOTION: SELECTING COMMUNICATION CHANNELS</p> <ul style="list-style-type: none"> ▪ Selection of communication channels ▪ Media Channels ▪ Factors that guide communication channel decisions ▪ Ethical consideration regarding selection of communication channels 	

	Lee & Kotler (2016) Social Marketing: Changing Behaviors for Good. Chapters 13, 14, and 15.	
12° <i>November 05th – 10th</i>	DEVELOPING A PLAN FOR MONITORING AND EVALUATIONS <ul style="list-style-type: none"> ▪ Plan for monitoring and evaluating the Social Marketing program ▪ Measurements: why, what, how, when, and the costs ▪ Ethical considerations 	Graded Evaluation #2 (weeks 9 - 11)
	Lee & Kotler (2016). Social Marketing: Changing Behaviors for Good. Chapters 15 and 16.	
13° <i>November 12th – 17th</i>	ESTABLISHING BUDGETS AND FINDING FUNDING <ul style="list-style-type: none"> ▪ Establishing the budgets: determination and justification ▪ Finding sources for additional funding ▪ Appealing to funders ▪ Plan revision ▪ Ethical considerations CREATING AND IMPLEMENTATION OF THE PLAN AND SUSTAINING BEHAVIOR <ul style="list-style-type: none"> ▪ Creating and implementation plan ▪ Phasing ▪ Sustainability ▪ Sharing and selling the plan ▪ Ethical consideration when implementing plans 	Reading Quiz #5 Weeks 12 and 13
	Lee & Kotler (2016). Social Marketing: Changing Behaviors for Good. Chapters 17.	
14° <i>November 19th - 24th</i>	END OF COURSE PROJECT: SOCIAL MARKETING PROGRAM	End of course group project submittal and presentations.
15° <i>November 26th- December 01rt</i>	FINAL EXAM	Final Exam Weeks 9-14
16° <i>December 3rd – 8th</i>	FINAL EXAMS WEEK	

7.1 Bibliography

Course Text Book

KOTLER, P. & LEE, N.R. (2016.) **Social marketing: changing behaviors for good.** USA: Sage Publications. 5th edition.

Articles

- ANDERSEAN, A.R. (1994). *Social Marketing: its definition and domain.* Journal of Public Policy and Marketing, p.108-114.
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Complementary Bibliography

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- HILL, C.W. & JONES, G.R. (2010). *Strategic management: an integrated approach.* USA: South-Western, Cengage Learning, 9th edition.
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- M^CKENZIE-MOHR, D. (2011). *Fostering sustainable behavior: An introduction to community-based social marketing.* Canada: New Society Publishers.
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- WEINREICH, NEDRA KLINE. (2011). *Hands-on social marketing: a step-by-step guide to designing change for good.* USA: SAGE Publications, Inc.

Websites

- The International Social Marketing Association - <http://www.i-socialmarketing.org/>
- The Social Marketing Place - <http://www.social-marketing.com/>
- The American Marketing Association - <http://www.marketingpower.com>
- Social Marketing Institute - <http://social-marketing.org>
- Arellano Marketing - <http://www.arellanomarketing.com>

VIII. Professor

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