

Course outline

Code: MKG222

Title: Marketing of Social Causes

Faculty of Arts, Business and Law

USC Business School

Teaching Session: Semester 2

Year: 2018

Course Coordinator: **Dr Rory Mulcahy**

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1. What is this course about?

1.1 Course description

Marketing can be applied to social causes to improve the quality of life of individuals and society as a whole. In this course we explore a range of current social causes, such as binge drinking, smoking, gambling, recycling, bullying and blood donation, and consider marketing strategies and tactics that may bring about changes in peoples behaviours. This course provides you with the opportunity to apply traditional marketing tools to non-traditional contexts, with a focus on issues associated with global well-being and the endeavours of not-for-profit organisations.

1.2 Course content

- Introduction; Intervention planning,
- Partnerships,
- Ethics,
- Understanding the consumer,
- Conducting research,
- Segmentation,
- Social forces,
- Messages,
- Messengers and Creativity

2. Unit value

12 units

3. How does this course contribute to my learning?

Specific Learning Outcomes	Assessment Tasks	Graduate Qualities
On successful completion of this course you should be able to:	You will be assessed on the learning outcome in task/s:	Completing these tasks successfully will contribute to you becoming:
Gather, analyse and interpret credible information relevant to a social cause.	1	Creative and critical thinkers.
Critically evaluate, synthesise and leverage credible information so as to generate changes in behaviour that seek to remedy a social cause.	2 and 3	Empowered.
Exhibit an understanding of ethical issues and unintended consequences that may occur when marketing social causes.	3	Ethical.

4. Am I eligible to enrol in this course?

Refer to the *Coursework Programs and Awards - Academic Policy* for definitions of “pre-requisites, co-requisites and anti-requisites”

4.1 Enrolment restrictions

Nil

4.2 Pre-requisites

BUS105

4.3 Co-requisites

Nil

4.4 Anti-requisites

Nil

4.5 Specific assumed prior knowledge and skills

N/A

5. How am I going to be assessed?**5.1 Grading scale**

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

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5.2 Assessment tasks

Task No.	Assessment Tasks	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Social Cause Synopsis	Individual	10%	500 words	Week 3	SafeAssign
2	Social Cause Scoping Study	Individual	40%	2,000 words	Week 7	SafeAssign
3	Social Cause Intervention Plan	Individual	50%	2,500 words, 30 slides, 20 minutes of audio	Week 13	SafeAssign
			100%			

Assessment Task 1: Social Cause Synopsis

Goal:	The goal of Task 1 is for you to explore a current social cause. As individuals, you are to produce a synopsis of a social cause chosen from a list on Blackboard. Specifically, you are to: <ul style="list-style-type: none"> a) describe the social cause, explaining why it is important; and b) identify what changes in behaviour are needed and why. You are to reference a minimum of three credible source documents beyond the textbook (such as journal articles, government publications and campaign websites).	
Product:	Report	
Format:	This is an individual assessment task	
Criteria	<ul style="list-style-type: none"> • Gather, analyse and interpret credible information relevant to a social cause; and • Effective communication skills. 	
Generic skill assessed	Skill assessment level	
Information literacy	Developing	
Communication	Developing	

Assessment Task 2: Social Cause Scoping Study

Goal:	Building upon Task 1, the goal of Task 2 is for you to conduct a more thorough interrogation of your chosen social cause. This is a scaffold task, requiring you to gather, analyse and evaluate credible information, integrate this information into a conceptual framework from which three remedies that bring about the necessary behaviour change emerge. As individuals, you are to produce a social cause scoping study comprised of: <ul style="list-style-type: none"> a) A critique of credible information from a minimum of 20 credible source documents beyond the textbook, which may include those used in Task 1. A minimum of 12 of these source documents are to be articles from academic journals. The critique is to be presented as a critical table with an accompanying synthesis of key themes and gaps and clear statement of the target audience; b) From the critique, a single page conceptual framework is to be developed; and c) Three proposed remedies that clearly emerge from the critique and the conceptual framework are to be justified (no more than 200 words each) explaining how they will achieve the required change in behaviour. 	
Product:	Report	
Format:	This is an individual assessment task	

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Criteria	<ul style="list-style-type: none"> • Critically evaluate and synthesise information from credible source documents relevant to a chosen social cause; • Leverage the critique of credible source documents to develop a comprehensive and considered conceptual framework; • Leverage the critique of credible source documents and the conceptual framework to generate realistic remedies that seek to achieve the change in behaviour needed to address the chosen social cause; and • Effective communication skills.
Generic skill assessed	Skill assessment level
Organisation	Developing
Problem solving	Developing

Assessment Task 3: Social Cause Intervention Plan

Goal:	Building on Task 1 and Task 2, the goal of Task 3 is for you to develop an innovative, ethical intervention plan to address your chosen social cause. As individuals, you are to produce a social cause intervention plan in the form of a creative and persuasive PowerPoint presentation, using embedded audio to narrate your presentation. Your PowerPoint presentation must not exceed 30 slides, 2500 words and 20 minutes of embedded audio narration. You are to reference a minimum of 15 credible source documents beyond the textbook which may be drawn from those used Task 1 and/or Task 2. A suggested structure of the social cause intervention plan will be provided on Blackboard.
Product:	PowerPoint presentation with embedded audio narration
Format:	This is an individual assessment task
Criteria	<ul style="list-style-type: none"> • Critically evaluate, synthesise and leverage credible information related to a social cause; • Formulate a comprehensive, realistic, creative and innovative social cause intervention plan that will effectively manifest the change in behaviour required to address a social cause; • Understand and respond appropriately to the ethical issues and unintended consequences that may occur with a social cause intervention; and • Effective communication skills.
Generic skill assessed	Skill assessment level
Applying technologies	Developing
Problem solving	Developing

5.3 Additional assessment requirements**Plagiarism**

In order to minimise incidents of plagiarism and collusion, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- a) The final mark is in the percentage range 47% to 49.4%
- b) The course is graded using the Standard Grading scale
- c) You have not failed an assessment task in the course due to academic misconduct

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5.4 Submission penalties

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

6. How is the course offered?**6.1 Directed study hours**

On campus lecture: 2 hours

On campus tutorial: 1 hour

Please refer to the Course Activities table for further details.

6.2 Teaching semester/session(s) offered

Semester 2

6.3 Course activities

Teaching Week / Module	What key concepts/content will I learn?	What activities will I engage in to learn the concepts/content?	
		Directed Study Activities	Independent Study Activities
1	Introduction	Lecture and tutorial	Ch 1 + Ch 2 Tutorial worksheet
2	Intervention planning + Partnerships	Lecture and tutorial	Ch 3 + 4 Tutorial worksheet
3	There will be no lecture or tutorials this week. A Task 1 drop-in session will take place in the scheduled lecture time and room. You are to work independently on Task 1.		Assessment Task 1 due
4	Understanding the consumer	Lecture and tutorial	Ch 6 Tutorial worksheet
5	Segmentation + Social forces	Lecture and tutorial	Ch 8 + 9 Tutorial worksheet
6	Designing interventions	Lecture and tutorial	Ch 10 Tutorial worksheet
7	There will be no lecture and tutorials this week. A Task 2 drop-in session will take place in the scheduled lecture time and room. You are to work independently on Task 2.		Assessment task 2 due
8	Message framing	Lecture and tutorial	Ch 11 Tutorial worksheet
9	Creativity + Media planning	Lecture and tutorial	Ch 12 + 13 Tutorial worksheet
Mid Semester Break			

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10	Conducting research + Ethics and unintended consequences	Lecture and tutorial	Ch 7 + 5 Tutorial worksheet
11	Evaluating interventions + Course summary	Lecture and tutorial	Ch 14 Tutorial worksheet
12	There will be no lecture and tutorials this week. A Task 3 drop-in session will take place in the scheduled lecture time and room. You are to work independently on Task 3.		
13	There will be no lecture of tutorials this week.		Assessment Task 3 due

Please note that the course activities may be subject to variation.

***Public Holiday(s)**

Queen's Birthday - Monday 1st Oct 2018 (Week 10)

7. What resources do I need to undertake this course?

7.1 Prescribed text(s)

Please note that you need to have regular access to the resource(s) listed below:

Author	Year	Title	Publisher
Eagle, L., Dahl, S., Hill, S., Bird, S., Spotswood, F., and Tapp, A.	2013	<i>Social Marketing</i>	Pearson

7.2 Required and recommended readings

Lists of required and recommended readings may be found for this course on its Blackboard site. These materials/readings will assist you in preparing for tutorials and assignments, and will provide further information regarding particular aspects of your course.

7.3 Specific requirements

N/A

7.4 Risk management

Health and safety risks have been assessed as low. It is your responsibility to research and understand risks of specific courses and to review the USC's health and safety principles by viewing the online induction training for students.

8. How can I obtain help with my studies?

In the first instance you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Peer Advisors and Academic Skills Advisors. You can drop in or book an appointment. To book: Tel: +61 7 5430 2890 or Email: studentcentral@usc.edu.au

9. Links to relevant University policies and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

<http://www.usc.edu.au/university/governance-and-executive/policies-and-procedures#academic-learning-and-teaching>

10. General enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au