

# **SOCIAL MARKETING**

## **Course Syllabus**

### **1. General Information**

Course name: Social marketing

Course code: MAR

Number of credits: 3

Faculty: Marketing

Instructors:

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### **2. Objectives**

The course helps students understand how to develop social marketing strategies and programs and to bring behavioral change for a social good. The course will also examine issues of social responsibility in business and how marketing may be used to promote more environmentally and socially conscious business practices.

### **3. Abstract**

Social marketing can be used to promote merit goods, or to make a society to avoid demerit goods and thus promoting well-being of society. It can influence behavior in different ways such as adoption of a new behavior or reject a potentially undesired behavior,... In this course, students learn how to apply key marketing principles to campaigns and efforts to improve social problems (ex. health, decrease injuries, protect the environment, build communities...) and enhance financial well-being.

### **4. Teaching and learning methods**

Lectures: 34h

In class discussion & practice: 10h

Individual reading: 1h

### **5. Prerequisites**

Principles of marketing; Strategic marketing

### **6. Learning Outcomes**

On successful completion of this unit a student will:

1. Understand social marketing and the related concepts

2. Understand how to determine a social marketing plan purpose, focus, audience,

behaviors, insights

3. Understand how to develop marketing intervention strategies

4. Understand how to manage social marketing programs

## 5. Assessment Criteria

<b>Learning outcomes</b> <i>On successful completion of this unit a student will:</i>	<b>Assessment criteria for pass</b> <i>The student can:</i>
LO1 Understand social marketing and the related concepts	<ul style="list-style-type: none"><li>- Be able to define and distinguish social marketing</li><li>- Explain strategic planning model for social marketing</li><li>- Understand behavior change theories, models and frameworks</li></ul>
LO2 Understand how to determine a social marketing plan purpose, focus, audience, behaviors, insights	<ul style="list-style-type: none"><li>- Understand how to determine social issue, purpose, focus</li><li>- Be able to do situation analysis</li><li>- Understand how to select priority audiences</li><li>- Understand how to set behavior objectives and target goals</li><li>- Understand how to gain audience insights</li></ul>
LO3 Understand how to develop marketing intervention strategies	<ul style="list-style-type: none"><li>- Understand how to craft a desired positioning</li><li>- Understand how to create a product platform</li><li>- Understand how to determine price incentives and disincentives</li><li>- Understand how to make access convenient and pleasant</li><li>- Understand how to select communication channels</li></ul>
LO4 Understand how to manage social marketing programs	<ul style="list-style-type: none"><li>- Understand how to monitor and evaluate a social marketing program</li><li>- Understand how to determine budget and funding plan</li><li>- Understand how to implement and sustain behavior plans</li></ul>

## 6. Outlines

### Chapter 1. Overview of social marketing

1.1. Defining and distinguish social marketing

1.2. Strategic planning model for social marketing

1.3. Behavior change theories, models and frameworks

**Chapter 2.** Determine a social marketing plan purpose, focus, audience, behaviors, insights

2.1. Overview

2.2. Social issue, purpose, focus

2.3. Situation analysis

- 2.4. Selecting priority audiences
- 2.5. Behavior objectives and target goals
- 2.6. Audience insights

### **Chapter 3. Developing marketing intervention strategies**

- 3.1. Overview
- 3.2. Crafting a desired positioning
- 3.3. Creating a product platform
- 3.4. Determining price incentives and disincentives
- 3.5. Making access convenient and pleasant
- 3.6. Selecting communication channels

### **Chapter 4. Managing innovation within firms**

- 4.1. Monitoring and evaluation
- 4.2. Budget and funding plan
- 4.3. Implementation and sustaining behavior plans

### **7. Required Textbook**

Kotler. P. & Lee. N. (2019), Social Marketing: Behavior Change for Social Good, 6th Edition, SAGE Publication

### **8. Suggested Textbook**

### **9. Schedule**

Slot	Main contents	Specific contents and activities	Student's tasks
1	<b>Chapter 1. Overview of social marketing</b>	<ul style="list-style-type: none"> <li><i>Course Introduction:</i> outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria</li> <li>Defining and distinguish social marketing <u>Activity</u> <ul style="list-style-type: none"> <li>Answer students' questions about the course's overview</li> </ul> </li> </ul>	Before class: <ul style="list-style-type: none"> <li>Reading the course's syllabus</li> <li>Reading <i>the required textbook</i>, pp. 42-98</li> </ul>
2	<b>Chapter 1. Overview of social marketing (cont.)</b>	<ul style="list-style-type: none"> <li>Strategic planning model for social marketing <u>Activity</u></li> <li>Discuss challenges in strategic planning for social marketing</li> </ul>	Before class: <ul style="list-style-type: none"> <li>Reading <i>the required textbook</i>, pp. 99-154</li> </ul>

Slot	Main contents	Specific contents and activities	Student's tasks
3	<b>Chapter 1.</b> <b>Overview of social marketing (cont.)</b>  <b>Group Assignment Coaching</b>	<ul style="list-style-type: none"> <li>Behavior change theories, models and frameworks</li> <li>Group assignment coaching</li> <li>Answer students' questions on group assignment</li> </ul>	Before class: <ul style="list-style-type: none"> <li>Reading <i>the required textbook</i>, pp. 155-212</li> </ul>
4	<b>Chapter 2.</b> <b>Determine a social marketing plan purpose, focus, audience, behaviors, insights</b>	<ul style="list-style-type: none"> <li>Overview</li> <li>Social issue, purpose, focus <u>Activity</u> <ul style="list-style-type: none"> <li>Discussing how to gain ideas for social marketing plan</li> </ul> </li> </ul>	Before class: <ul style="list-style-type: none"> <li>Reading <i>the required textbook</i>, pp. 213-292</li> </ul> After class: <ul style="list-style-type: none"> <li>Do the task 1 (group assignment)</li> </ul>
5	<b>Chapter 2.</b> <b>Determine a social marketing plan purpose, focus, audience, behaviors, insights (cont)</b>	<ul style="list-style-type: none"> <li>Situation analysis <u>Activity</u> <ul style="list-style-type: none"> <li>Discussing how to do situation analysis effectively</li> </ul> </li> </ul>	Before class: <ul style="list-style-type: none"> <li>Reading <i>the required textbook</i>, pp. 292-324</li> </ul> After class: <ul style="list-style-type: none"> <li>Do the task 2 (group assignment)</li> </ul>
6	<b>Chapter 2.</b> <b>Determine a social marketing plan purpose, focus, audience, behaviors, insights (cont.)</b>	<ul style="list-style-type: none"> <li>Selecting priority audiences <u>Activity</u> <ul style="list-style-type: none"> <li>- Discussing high attrition rate of new products</li> </ul> </li> </ul>	Before class: <ul style="list-style-type: none"> <li>Reading <i>the required textbook</i>, pp. 324-391</li> </ul> After class: <ul style="list-style-type: none"> <li>Do the task 2 (group assignment)</li> </ul>
7	<b>Chapter 2.</b> <b>Determine a social marketing plan purpose, focus, audience, behaviors, insights (cont.)</b>	<ul style="list-style-type: none"> <li>Behavior objectives and target goals <u>Activity</u> <ul style="list-style-type: none"> <li>Discussing how to segment, evaluate and select target audience for a social marketing plan</li> </ul> </li> </ul>	Before class: <ul style="list-style-type: none"> <li>Reading <i>the required textbook</i>, pp. 391-444</li> </ul> After class: <ul style="list-style-type: none"> <li>Do the task 3 (group assignment)</li> </ul>
8	<b>Chapter 2.</b> <b>Determine a</b>	<ul style="list-style-type: none"> <li>Audience insight</li> </ul>	Before class: <ul style="list-style-type: none"> <li>Reading <i>the required</i></li> </ul>

Slot	Main contents	Specific contents and activities	Student's tasks
	<b>social marketing plan purpose, focus, audience, behaviors, insights (cont.)</b>	<u>Activity</u> <ul style="list-style-type: none"> <li>Discussing how to gain audience insight</li> </ul>	<i>textbook</i> , 444-503 After class: <ul style="list-style-type: none"> <li>Do the task 3 (group assignment)</li> </ul>
9	<b>Chapter 3. Developing marketing intervention strategies</b>	<ul style="list-style-type: none"> <li>Overview.</li> <li>Crafting a desired positioning</li> <li> <u>Activity</u> <ul style="list-style-type: none"> <li>Discussing how to craft a desired positioning</li> </ul> </li> </ul>	Before class: <ul style="list-style-type: none"> <li>Reading <i>the required textbook</i>, pp.504-553</li> </ul> After class: <ul style="list-style-type: none"> <li>Do the task 4 (group assignment)</li> </ul>
10	<b>Chapter 3. Developing marketing intervention strategies (cont.)</b>	<ul style="list-style-type: none"> <li>Creating a product platform</li> <li> <u>Activity</u> <ul style="list-style-type: none"> <li>Discussing how to create a product platform for a social marketing plan</li> </ul> </li> </ul>	Before class: <ul style="list-style-type: none"> <li>Reading <i>the required textbook</i>, pp.553-609</li> </ul> After class: <ul style="list-style-type: none"> <li>Do the task 5 (group assignment)</li> </ul>
11	<b>Chapter 3. Developing marketing intervention strategies (cont.)</b>	<ul style="list-style-type: none"> <li>Determining price incentives and disincentives</li> <li>Making access convenient and pleasant</li> <li>Selecting communication channels</li> <li> <u>Activity</u> <ul style="list-style-type: none"> <li>- Discussing new skills for managing innovation</li> </ul> </li> </ul>	Before class: <ul style="list-style-type: none"> <li>Reading <i>the required textbook</i>, pp.609-662</li> </ul> After class: <ul style="list-style-type: none"> <li>Do the task 6 (group assignment)</li> </ul>
12	<b>Chapter 3. Developing marketing intervention strategies (cont.)</b> <b>Middle exam</b>	<ul style="list-style-type: none"> <li>Determining price incentives and disincentives</li> <li> <u>Activity</u> <ul style="list-style-type: none"> <li>Discussing how to determine price incentives and disincentives</li> </ul> </li> </ul>	Before class: <ul style="list-style-type: none"> <li>Reading <i>the required textbook</i>, pp. 662-714</li> </ul> After class: <ul style="list-style-type: none"> <li>Do the task 6 (group assignment)</li> </ul>
13	<b>Chapter 3. Developing marketing intervention strategies (cont.)</b>	<ul style="list-style-type: none"> <li>Making access convenient and pleasant</li> <li> <u>Activity</u> <ul style="list-style-type: none"> <li>Discussing how to make access convenient and pleasant</li> </ul> </li> </ul>	Before class: <ul style="list-style-type: none"> <li>Reading <i>the required textbook</i>, pp. 712-794</li> </ul> After class: <ul style="list-style-type: none"> <li>Do the task 6 (group assignment)</li> </ul>
14	<b>Chapter 3. Developing</b>	<ul style="list-style-type: none"> <li>Selecting communication channels</li> </ul>	Before class:

Slot	Main contents	Specific contents and activities	Student's tasks
	<b>marketing intervention strategies (cont.)</b>	<u>Activity</u> - Discussing how to select communication channels	<ul style="list-style-type: none"> <li>Reading <i>the required textbook</i>, pp. 795-883</li> </ul> After class: <ul style="list-style-type: none"> <li>Do the task 6 (group assignment)</li> </ul>
15	<b>Chapter 4. Managing innovation within firms</b>	<ul style="list-style-type: none"> <li>Monitoring and evaluation</li> <li>Budget and funding plan</li> <li>Implementation and sustaining behavior plans</li> </ul> <u>Activity</u> <ul style="list-style-type: none"> <li>Discussing how to monitor and evaluate a social marketing plan</li> </ul>	Before class: <ul style="list-style-type: none"> <li>Reading <i>the required textbook</i>, pp.884-953</li> </ul> After class: <ul style="list-style-type: none"> <li>Do the task 7 (group assignment)</li> </ul>
16	<b>Chapter 4. Managing innovation within firms (cont.)</b>	<ul style="list-style-type: none"> <li>Budget and funding plan</li> </ul> <u>Activity</u> <ul style="list-style-type: none"> <li>Discussing how to determine budget and funding plan for a social marketing plan</li> </ul>	Before class: <ul style="list-style-type: none"> <li>Reading <i>the required textbook</i>, pp.953-1006</li> </ul> After class: <ul style="list-style-type: none"> <li>Do the task 7 (group assignment)</li> </ul>
17	<b>Chapter 4. Managing innovation within firms (cont.)</b>	<ul style="list-style-type: none"> <li>Implementation and sustaining behavior plans</li> </ul> <u>Activity</u> <ul style="list-style-type: none"> <li>Discussing challenges in implementing and sustaining behavior plans</li> </ul>	Before class: <ul style="list-style-type: none"> <li>Reading <i>the required textbook</i>, pp.1006-1068</li> </ul> After class: <ul style="list-style-type: none"> <li>Do the task 7 (group assignment)</li> </ul>
18	<b>Oral presentations of group assignment</b>	<ul style="list-style-type: none"> <li>Oral presentation of group research project by groups of students</li> <li>Q&amp;A on each research project</li> <li>- Each oral presentation must not be longer than 15 minutes</li> </ul>	Before class: <ul style="list-style-type: none"> <li>Submitting research project report</li> </ul> Preparing and submitting slides for oral presentation
19	<b>Oral presentations of group assignment</b>	<ul style="list-style-type: none"> <li>Oral presentation of group research project by groups of students</li> <li>Q&amp;A on each research project</li> <li>Each oral presentation must not be longer than 15 minutes</li> </ul>	Before class: <ul style="list-style-type: none"> <li>Submitting research project report</li> <li>Preparing and submitting slides for oral presentation</li> </ul>
20	<b>Oral presentations of group</b>	<ul style="list-style-type: none"> <li>Oral presentation of group research project by groups of students</li> <li>Q&amp;A on each research project</li> </ul>	Before class: <ul style="list-style-type: none"> <li>Submitting research project report</li> </ul>

Slot	Main contents	Specific contents and activities	Student's tasks
	<b>assignment</b>	<ul style="list-style-type: none"> <li>Each oral presentation must not be longer than 15 minutes</li> </ul>	<ul style="list-style-type: none"> <li>Preparing and submitting slides for oral presentation</li> </ul>
21	<b>Feedback on the group Assignment</b>	<ul style="list-style-type: none"> <li>Give comments on the group assignment</li> </ul>	
22	<b>General review and discussion</b>	<ul style="list-style-type: none"> <li>Give a general review of the course's contents and discussion</li> </ul>	

## 10. Grading Policy

	Assignment	Importance
1	Class participation/In class activities	10%
2	Midterm exam (individual)	10%
3	Group assignment	30%
4	Final exam (individual)	50%

### Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of total scheduled learning slots.

### Midterm exam

In the 12<sup>th</sup> slot, students will be given a case study/a scenario with some relevance to topics being discussed in the course, and be asked to discuss or explain their point of view in a limited amount of class time

### Group Assignment

This group assignment encourages students to apply knowledge and develop skills in social marketing. It requires student to work with other members in an assigned group (4-5 members) and to put together all parts of the social marketing plan that they will learn during the course with the main tasks:

- Task 1. Gaining ideas for social marketing plan by conducting a market research
- Task 2. Choosing a purpose and focus for the plan and conducting situation analysis
- Task 3. Segmenting, evaluating and selecting target audiences (including gaining target audience's insight)
- Task 4. Setting behavior objectives, knowledge objectives and goals
- Task 5. Identifying barriers, benefits, the competition and influential others
- Task 6. Developing marketing intervention strategy around marketing mix
- Task 7. Developing a plan for monitoring and evaluation

The project is to assess students' competence level to apply knowledge on social marketing to a real situation. As a result of the group project, each group must deliver a report and present it.

The oral presentation of each group must be no longer than 15 minutes.

**Final exam**

The final exam consists of from two to three essay questions that might be related to any topic discussed in the course.