MKTG 7038 SOCIAL MARKETING

Credit Points 10

Legacy Code 201025

Coordinator Sarah Duffy (https://directory.westernsydney.edu.au/search/name/Sarah Duffy/)

Description Social Marketing is the application of marketing concepts to the achievement of social ends. Usually this will involve changing attitudes and behaviours in a way that benefits both individuals and communities. This unit builds students' knowledge of how social marketing theory can be used to facilitate behaviour change and improve social outcomes within communities. It will include how to design, manage and evaluate social and behaviour change programs.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Restrictions

Students must be enrolled in a postgraduate Business program.

Assumed Knowledge

An understanding of marketing theory and relevant principles is assumed.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Evaluate social marketing problems based on social marketing theory to suggest ways of changing attitudes or behaviours
2. Investigate the stakeholders involved in social marketing issues and their role as target markets in social marketing campaigns
3. Assess the role of marketing activities in achieving change for individuals and communities
4. Evaluate the economic, social, and environmental consequences of a social marketing strategy and develop recommendations

Subject Content

1. Social marketing strategy
2. Stakeholder analysis and target markets
3. Behaviour and attitude change theory
4. Analysis of social marketing campaigns
5. The ethical implications of social marketing campaigns for community and individuals

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Reflection	2,000 words	35	N	Individual
Report	2,500 words or equivalent	30	N	Group
Case Study	2,000 words	35	N	Individual

Teaching Periods

Quarter 4

Parramatta City - Macquarie St
Evening

Subject Contact Sarah Duffy (https://directory.westernsydney.edu.au/search/name/Sarah Duffy/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7038_22-Q4_PC_E#subjects)