

SOCIAL MARKETING SYLLABUS

(Detailed CS)

1. GENERAL INFORMATION

Title: Social Marketing

Course number: CLC MAMK1143E

General Education courses

Units: 3 credits

- Theoretical hours: 25 x 50 minutes = 20.8 hours
- Discussion and group work hours: 20 x 50 minutes = 16.6 hours

Prerequisite: Principles of Marketing and Marketing Research courses

2. LECTURER'S INFORMATION

Full name: xxx Title: xxx

Address: Phone number: xxx

Email: xxx

Faculty/ Institute: Marketing

3. COURSE DESCRIPTIONS

The Social Marketing course allows students to expand marketing usage in social programs aimed at changing individual and social behavior for the benefit of the community. Students will have opportunity to practice marketing knowledge and skills in research, planning, implementation and evaluation of social marketing programs designed to change individual and social behaviors which aims at the welfare of the society as a whole.

4. LEARNING RESOURCES : COURSE BOOKS, REFERENCE BOOKS, AND SOFTWARES

1. Nancy R. Lee, Philip Kotler, Social Marketing: Changing Behaviors for Good, SAGE Publications Inc., 2016
2. Alan R. Andreasen, "Social Marketing in the 21st century", SAGE Publications, 2005
3. Nedra Kline Weinreich: Hands-on Social Marketing, a step by step guide to Designing Change for Good, SAGE Publications Inc, 2nd Edition, 2010
4. Roger D. Blackwell, Paul W. Miniard & James F. Engel: Consumer Behavior, 10th edition, Thomson South-Western, 2006
5. William G. Zikmund: *Exploring Marketing Research*, Thomson/South-Western, 2003

5. COURSE GOALS

This course provides learners a basic understanding of Social Marketing, the ability to do research of the publics and targeted segmentations for decision making in policy and social marketing tools in practice. Thus, learners can understand how Social Marketing can be put into the real life from strategic point of view to practical P(s) tactics.

Table 5.1: Course goals

Goals	Goals description	The standard outcome of the training program (ACBSP)	Capacity qualification
G1	Understand the nature and characteristics of social programs designed for changing behavior, for the welfare of individuals and society as a whole, and the possibility to apply marketing principles and techniques in the development and implementation of these programs.	PLO 1	I, II
G2	Understand the process to develop and implement a social marketing plan with social marketing mix of 8Ps	PLO 1	II, IV
G3	Explains social marketing mix (8P) for a specific behavior change context and apply creative thinking at a simplified level for practical problems	PLO 4,5	III, IV

6. COURSE LEARNING OUTCOMES (CLO)

Be able to identify, understand and apply the dynamics of human in the social marketing and the basic factors that influence the social marketing decision process. Furthermore, learners will be able to analyze, evaluate and demonstrate what concepts may be applied to social marketing strategy.

Course goals	Course learning outcomes (CLO_{x.x})	Course learning outcomes description	Capability Level
G1	CLO1.1	Define the nature and characteristics of social programs designed for changing behavior, for the welfare of individuals and society as a whole	I
	CLO1.2	Explain the possibility to apply marketing principles and techniques in the development and implementation of these programs.	II
G2	CLO 2.1	Interpret the process to develop and implement a social marketing plan and explain social marketing mix(8Ps)	II
	CLO 2.2	Analyze the context of a social problem; the external factors and internal factors that affect social marketing	IV

G3	CLO 3.1	Analyze and identify good points as well as limits of a social program based on the principles and techniques of social marketing	III
	CLO 3.2	Apply the critical thinking (analysis, comparison and contrast, reasoning and simplicity, evaluation) to explain the suggestion of a social marketing program to solve a social problem.	IV

7. COURSE ASSESSMENT

The module is evaluated by scoring method with 3 components:

- Participation rate (attendance): 10% based on the level of diligence and enthusiasm of students at the class and in the discussion
- 1st group project and presentation: 20%
- 2nd group project and presentation: 20%
- Final exam: 50%.
 - o Prior conditions for final exam: attendance of at least 70% of total course hours.
 - o Exam format: written (90 minutes), analysis of some specific social issues and propositions for a social marketing program
 - o Open book exam

About Final Exam: The scheduled time is 90 minutes with 5 questions True / False with explanations (2 points); Five selected questions (a, b, c, d, e) (3 points); 1 questionnaire (2 points) and 1 short case (3 points). However, the structure of final exam may change according to the university regulations but it will be announced early that no later than 3 weeks before.

Evaluation form	Content	Week	Course learning outcomes (CLO.x.x)	Evaluation criteria	Percentage (%)
Process evaluation	Participation at class	15 weeks		Attendance and involvement in class discussion	10%
Group project 1	Group presentation analyzing a social program	After week 7th	CLO 2.2, 3.1	Presentation, group report	20%
Group project 2	Group presentation proposing a social marketing program	After week 13th	CLO 1.2, 2.2, 3.1, 3.2	Presentation, group report	20%
Final exam	Chapter 1- 14	After finishing the course	CLO 1.1, 1.2, 2.1, 2.2, 3.1, 3.2	Final test	50%

8.LESSON PLAN

- Theoretical hours: 25 x 50 minutes = 20.8 hours

- Discussion and group work hours: 20 x 50 minutes = 16.6 hours

Week	Content	Course learning outcomes (CLO.x.x)	Activities	Assessment
1	<p>Chapter 1</p> <p>1.1 What is social marketing?</p> <p>1.1.1 Fundamental concepts of social marketing</p> <p>1.1.2 Situations that social marketing can apply</p> <p>1.1.3 Distinction of social marketing and commercial marketing</p> <p>1.2 Example of some social marketing projects</p> <p>1.2.1 Projects conducted by Vietnamese organizations</p> <p>1.2.2 Projects conducted by international organizations</p> <p>Common issues in the reality of marketing application in social programs</p>	CLO 1.1, 1.2	Study at home Study in class Discuss in groups	Participation at class
2	<p>Chapter 2</p> <p>2.1. Social problems and social programs</p> <p>2.1.1. Identification of social problems</p> <p>2.1.2. Social programs: nature, role and goals</p> <p>2.2. Classification of social programs</p> <p>2.2.1. By nature and characteristics of social problems</p> <p>2.2.2. By agents who perform the project</p> <p>2.2.3. By goal, scope of the programs</p> <p>2.3. Characteristics of social programs for behavior change</p> <p>2.4. Similarities between social programs for behavior change and commercial marketing</p>	CLO 1.1, 1.2	Study at home Study in class Discuss in groups	Participation at class
3	<p>Chapter 3</p> <p>3.1 Fundamental marketing principles and techniques</p> <p>3.1.1 Fundamental principles (customer-oriented, competition; cost/benefit/ satisfaction; perception and behavior process ...)</p> <p>3.1.2 Principal tools and techniques</p>	CLO 1.1, 1.2, 2.1	Study at home Study in class Discuss in groups	Participation at class

	(market survey, and research, marketing plan...) 3.2 Social Marketing Process 3.2.1 Situation analysis 3.2.2 Goals, objectives and strategy 3.2.3 Action plan, monitoring and evaluation			
4 and 5	Chapter 4 4.1 Development of a social marketing plan 4.1.1 Structure of a social marketing plan 4.1.2 Content of a social marketing plan 4.1.3 Similarities and differences in a conventional marketing plan and a social marketing plan. 4.2 Components of a social marketing mix 4.2.1 Conventional 4P's. 4.2.2 Typical 4P's of social programs	CLO 2.1, 2.2	Study at home Study in class Discuss in groups	Participation at class
6	Chapter 5 5.1. Identify information needs 5.1.1 Information concerning target audience, influential, related publics. 5.1.2 Information about the competitive environment 5.1.3 Other information 5.2. Identify information sources 5.2.1 Secondary data 5.2.2 Primary data 5.3 Approach and methods for collecting primary data 5.3.1 Qualitative research 5.3.2 Quantitative research 5.4 Challenges in conducting social marketing research	CLO 1.1, 1.2	Study at home Study in class Discuss in groups	Participation at class
7	Chapter 6 6.1 Characteristics of audience's behavior in social marketing 6.1.1 Characteristics of behaviors that are for change in social marketing 6.1.2 Motivation for behavior change 6.1.3 Barriers to behavior change 6.2 The process of behavioral change 6.2.1 Stages of change 6.2.2 Factors affecting the process of	CLO 1.1, 1.2, 2.2	Study at home Study in class Discuss in groups	Participation at class

	changing behavior			
8	<p>Chapter 7</p> <p>7.1 Characteristics of the competition in social marketing</p> <p>7.2 Identify competing forces in social marketing</p> <p>7.2.1 External competitive forces (arising from external organizations)</p> <p>7.2.2 Internal competitive forces (inside the target audience)</p> <p>7.3 Analyzing threats from competition</p>	CLO 1.2, 2.2	<p>Study at home</p> <p>Study in class</p> <p>1st group presentation</p>	<p>Participation at class</p> <p>Group presentation</p>
9	<p>Chapter 8</p> <p>8.1 Audience segmentation</p> <p>8.1.1 Distinction of different groups of audience: target audience and influential</p> <p>8.1.2 Identification and selection of segmentation criteria (related to personal characteristics and behavior characteristics)</p> <p>8.2 Audience targeting</p> <p>8.2.1 Evaluation's criteria of segments</p> <p>8.2.2 Targeting approach</p> <p>8.3. Positioning in social marketing</p> <p>8.3.1 Characteristics of social programs that might affect a positioning strategy</p> <p>8.3.2 Criteria for an effective positioning strategy</p> <p>8.3.3 Foundation of an effective positioning</p> <p>8.4. Setting SMART objectives in social marketing</p> <p>8.4.1 Comparison of objectives that are SMART and that are not SMART</p> <p>8.4.2 Base for setting SMART objectives</p>	CLO 2.1, 2.2	<p>Study at home</p> <p>Study in class</p> <p>1st group presentation</p>	<p>Participation at class</p> <p>Group presentation</p>

10	<p>Chapter 9</p> <p>9.1 Product decision</p> <p>9.1.1 Basic product,</p> <p>9.1.2 Added services and goods</p> <p>9.1.3 Audience’s perception of value</p> <p>9.1.4 Product positioning</p> <p>9.2 Price decision</p> <p>9.2.1. Principles of exchange in social marketing</p> <p>9.2.2. Financial costs</p> <p>9.2.3. Non-financials costs</p> <p>9.2.4. Pricing in social marketing programs</p>	CLO 2.1, 3.1, 3,2	Study at home Study in class Discuss in groups	Participation at class
11	<p>Chapter 10</p> <p>10.1 Place decision</p> <p>10.1.1 Channel selection with respect to audience characteristics</p> <p>10.1.2 Mobilizing intermediaries</p> <p>10.1.3 The difficulties and challenges in the distribution of social marketing programs</p> <p>10.2 Promotion/communication decision</p> <p>10.2.1 Communication’s role in the process of behavior change</p> <p>10.2.2 Integrated Marketing communication planning, media strategy</p> <p>10.2.3 Message strategy</p> <p>10.2.4 Distinction of P product and P communication in some social marketing projects</p>	CLO 2.1, 3.1, 3,2	Study at home Study in class Discuss in groups	Participation at class
12	<p>Chapter 11</p> <p>11.1 Reaching different audiences and publics</p> <p>11.1.1 Distinguish among groups of audience: target audience, influential, internal audience</p> <p>11.1.2 Develop marketing decisions related to each audience</p> <p>11.2 Establishing and taking advantage of partnership</p> <p>11.2.1 Identification of potential partnership</p> <p>11.2.2 Analysis of potential partners</p>	CLO 2.1, 3.1, 3,2	Study at home Study in class Discuss in groups	Participation at class

	<p>motivation</p> <p>11.2.3 Influencing partner's involvement in social programs</p>			
13	<p>Chapter 12</p> <p>12.1 Public policy</p> <p>12.1.1 Identify policies that might impact social marketing programs</p> <p>12.1.2 Benefit from policies with positive impacts</p> <p>12.1.3 Responses to policies that might have negative impacts</p> <p>12.2 Budgeting and Funding Social Marketing Programs</p> <p>12.2.1 Budget drafting in social marketing programs</p> <p>12.2.2 Identification of potential funding sources</p> <p>12.2.3 Take advantage of sponsorship and funding</p>	CLO 2.1, 3.1, 3,2	<p>Study at home</p> <p>Study in class</p> <p>Discuss in groups</p>	Participation at class
14	<p>Chapter 13</p> <p>13.1 Implementing and monitoring social marketing</p> <p>13.1.1 Implementation process of social marketing programs</p> <p>13.1.2 Coordination of marketing mix decisions (8P)</p> <p>13.2 Evaluating social marketing effectiveness and outcomes</p> <p>13.2.1 Social marketing effectiveness and outcomes</p> <p>13.2.2 Approach, methodology, measures</p> <p>13.2.3 Process for evaluation of social marketing programs' outcome</p>	CLO 2.1, 3.1, 3,2	<p>Study at home</p> <p>Study in class</p> <p>2nd group project presentation</p>	<p>Participation at class</p> <p>Group presentation</p>
15	<p>Chapter 14</p> <p>14.1 Difficulties, challenges and criticism of social marketing</p> <p>14.1.1 Challenges of social programs</p> <p>14.1.2 Criticism to social marketers</p> <p>14.2 Experience from some successful social marketing projects</p> <p>14.2.1 International projects (Scoop the poop, Dump ways to die)</p> <p>14.2.2 Domestic programs (Music to hospital, Rice with meat, March and open...)</p>	CLO 2.1, 3.1, 3,2	<p>Study at home</p> <p>Study in class</p> <p>2nd group project presentation</p>	<p>Participation at class</p> <p>Group presentation</p>

9. COURSE REQUIREMENT & EXPECTATION

9.1. Regulations of class attending

- Students are responsible for attending the class. In case of absence, there must be sufficient and reasonable proof.
- Students absenting 5 sessions, for whatever reason or for any reason, are considered unsuccessful and must re-enroll.

9.2 Regulations of behavior in class

- The module is based on the principle of respecting learners and the instructor. Any behaviors that affect teaching and learning process are strictly prohibited.
- Students must be on time. Students who are late more than 10 minutes after the start of class will not be able to attend the class.
- Do not make noise nor affect other people in the learning process.
- Do not eat, chew gum, use equipment such as telephone, music player during learning hours.
- Notebooks, tablet computers are only used for the purpose of recording lectures, doing group project.

10. DATED:

**CENTER FOR ADVANCED
EDUCATIONAL PROGRAMS**

**THE DEAN OF THE
FACULTY**

LECTURER

*Associate. Prof. Dr.
Vu Huy Thong*

Vu Huy Thong