

DETAILED COURSE SYLLABUS
(Decision of NEU.....,2021)

1. GENERAL INFORMATION

- *Title (English): Social Marketing*
- *Title (Vietnamese): Marketing Xã hội*
- *Course number:CLC MAMK1143E*
- *General Education courses*
- *Units: 3 credits*
- + *Theoretical hours: 28 x 60 minutes = 28 hours*
- + *Discussion and group work hours: 12 x 60 minutes = 12 hours*
- *Prerequisite: Principles of Marketing and Marketing Researchcourses*

2. LECTURER'S INFORMATION

Full name: Le Thuy Huong	Title:PhD
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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

Table 5.1: Course goals

Goals	Goals description	The standard outcome	Capacity qualification
G1	Remember the nature and characteristics of social programs designed for changing behavior, for the welfare of individuals and society.	PLO2.1.1	II
G2	Understand marketing principles and techniques in the development and implementation of social programs.	PLO2.2.1	III
G3	Analyze the process to develop and implement a social marketing plan with social marketing mix	PLO2.4.1 PLO2.5.1 PLO2.6.1	IV
G4	Criticize social marketing mix for a specific behavior change context and apply creative thinking at a simplified level for practical problems	PLO2.5.1 PLO2.6.1 PLO2.7.1	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.

Table 6.1: Course Learning outcomes

Course goals	Course learning outcomes	Course learning outcomes description	Capability Level
PLO2.1.1	CLO1.1.1	Define social problem definition and characteristics	II
	CLO1.1.2	Identify the social marketing approach to social behavior change	II
	CLO1.2.3	Understanding the social marketing process	II
	CLO1.2.4	Interpret marketing principles and techniques in social marketing strategy	III
	CLO 1.3.5	Describe the process to develop and implement a social marketing plan and explain social marketing mix	III
PLO2.2.1	CLO 2.3.1	Analyze the context of a social problem; the external factors and internal factors that affect social marketing	IV
PLO2.4.1	CLO 4.4.1	Determine good points as well as limits of a social program based on the principles and techniques of social marketing	IV
	CLO 4.4.2	Criticize social marketing program	IV
PLO2.5.1	CLO5.4.1	Communicate in English for one social marketing project	IV
PLO2.6.1	CLO6.4.1	Present a group work report for one social marketing project	IV
PLO2.7.1	CLO7.4.1	Propose solutions for social marketing project	IV

7. COURSE ASSESSMENT

Table 7.1: Course assessment

Evaluation form	Content	Week	Course learning outcomes	Evaluation criteria	Percentage (%)
[1]	[2]	[3]	[4]	[5]	[6]
Process evaluation	Participation at class	10 weeks	All CLO	Attendance and involvement in class discussion	10%
Group project 1	Chapter 8: Analyzing a social program	Week 6th	CLO 2.2.2 CLO 5.4.1 CLO 6.4.1	Presentation, group report	20%
Group project 2	Chapter 14: Proposing a social marketing program	Week 12-13	CLO4.4.1 CLO4.4.2 CLO 5.4.1 CLO 6.4.1 CLO 7.4.1	Presentation, group report	20%
Final exam	Chapter 1- 14	After finishing the course	All CLO	Final test	50%

8.LESSON PLAN

Week	Content	Course learning outcomes	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	Study at home Study in class	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> <p>Case study: Identify social problems and propose marketing process for that case</p>	<p>CLO 1.1.1</p> <p>CLO 5.4.1</p> <p>CLO6.4.1</p>	<p>Study at home</p> <p>Study in class</p> <p>Discuss in groups</p>	<p>Participation at class</p> <p>Question answer</p>
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 (market survey, and research, marketing plan...)</p> <p>3.2 Social Marketing Process</p> <p>3.2.1 Situation analysis</p> <p>3.2.2 Goals, objectives and strategy</p> <p>3.2.3 Action plan, monitoring and evaluation</p> <p>Chapter 4</p> <p>4.1 Development of a social marketing plan</p> <p>4.1.1 Structure of a social marketing plan</p> <p>4.1.2 Content of a social marketing plan</p> <p>4.1.3 Similarities and differences in a conventional marketing plan and a social marketing plan.</p> <p>4.2 Components of a social marketing mix</p> <p>4.2.1 Conventional 4P's.</p> <p>4.2.2 Typical 4P's of social programs</p>	<p>CLO 2.2.1</p>	<p>Study at home</p> <p>Study in class</p>	<p>Participation at class</p>

	<p>Chapter 5</p> <p>5.1. Identify information needs</p> <p>5.1.1 Information concerning target audience, influential, related publics.</p> <p>5.1.2 Information about the competitive environment</p> <p>5.1.3 Other information</p> <p>5.2. Identify information sources</p> <p>5.2.1 Secondary data</p> <p>5.2.2 Primary data</p> <p>5.3 Approach and methods for collecting primary data</p> <p>5.3.1 Qualitative research</p> <p>5.3.2 Quantitative research</p> <p>5.4 Challenges in conducting social marketing research</p>	CLO 2.2.2	Study at home Study in class	Participation at class
4	<p>Chapter 6</p> <p>6.1 Characteristics of audience's behavior in social marketing</p> <p>6.1.1 Characteristics of behaviors that are for change in social marketing</p> <p>6.1.2 Motivation for behavior change</p> <p>6.1.3 Barriers to behavior change</p> <p>6.2 The process of behavioral change</p> <p>6.2.1 Stages of change</p> <p>6.2.2 Factors affecting the process of changing behavior</p> <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 2.2.2	Study at home Study in class	Participation at class
5	<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>	CLO 2.2.2	Study at home Study in class	Participation at class

	8.3.1 Characteristics of social programs that might affect a positioning strategy 8.3.2 Criteria for an effective positioning strategy 8.3.3 Foundation of an effective positioning 8.4. Setting SMART objectives in social marketing 8.4.1 Comparison of objectives that are SMART and that are not SMART 8.4.2 Base for setting SMART objectives			
6	Group work: Analyzing a social program	CLO 2.2.2 CLO 5.4.1 CLO 6.4.1	Study at home Study in class Group presentation	Participation at class Answer of group discussion
7	Chapter 9 9.1 Product decision 9.1.1 Basic product, 9.1.2 Added services and goods 9.1.3 Audience's perception of value 9.1.4 Product positioning 9.2 Price decision 9.2.1. Principles of exchange in social marketing 9.2.2. Financial costs 9.2.3. Non-financials costs 9.2.4. Pricing in social marketing programs	CLO 4.3.1 CLO 4.3.2	Study at home Study in class	Participation at class
8	Chapter 10 10.1 Place decision 10.1.1 Channel selection with respect to audience characteristics 10.1.2 Mobilizing intermediaries 10.1.3 The difficulties and challenges in the distribution of social marketing programs 10.2 Promotion/communication decision 10.2.1 Communication's role in the process of behavior change 10.2.2 Integrated Marketing communication planning, media strategy 10.2.3 Message strategy 10.2.4 Distinction of P product and P communication in some social marketing projects	CLO 4.3.1 CLO 4.3.2	Study at home Study in class	Participation at class

<p>9</p>	<p>Chapter 11 11.1 Reaching different audiences and publics 11.1.1 Distinguish among groups of audience: target audience, influential, internal audience 11.1.2 Develop marketing decisions related to each audience 11.2 Establishing and taking advantage of partnership 11.2.1 Identification of potential partnership 11.2.2 Analysis of potential partners motivation 11.2.3 Influencing partner’s involvement in social programs</p>	<p>CLO 4.3.1 CLO 4.3.2</p>	<p>Study at home Study in class</p>	<p>Participation at class</p>
<p>10</p>	<p>Chapter 12 12.1 Public policy 12.1.1 Identify policies that might impact social marketing programs 12.1.2 Benefit from policies with positive impacts 12.1.3 Responses to policies that might have negative impacts 12.2 Budgeting and Funding Social Marketing Programs 12.2.1 Budget drafting in social marketing programs 12.2.2 Identification of potential funding sources 12.2.3 Take advantage of sponsorship and funding</p>	<p>CLO 4.3.1 CLO 4.3.2</p>	<p>Study at home Study in class</p>	<p>Participation at class</p>

11	<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> <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 4.4.1 CLO 4.4.2	Study at home Study in class	Participation at class
12	Group work: Present a group work report for one social marketing project	CLO4.4.1 CLO4.4.2 CLO 5.4.1 CLO 6.4.1 CLO 7.4.1	Study at home Study in class Group presentation	Participation at class Answer of group discussion
13	Group work: Present a group work report for one social marketing project	CLO4.4.1 CLO4.4.2 CLO 5.4.1 CLO 6.4.1 CLO 7.4.1	Study at home Study in class Group presentation	Participation at class Answer of group discussion

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.

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LECTURER

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