

Nanyang Technological University
Nanyang Business School

**BU8542 SOCIAL MARKETING:
MAKING THIS WORLD A BETTER PLACE**

A. Course Aims & Description

Social marketing is about changing behaviours for the good of society. Social marketing has successfully reduced or eliminated a myriad of social problems that have plagued many countries around the world from addictions, cruelty and discrimination to fraud, poverty and environmental degradation. This course is designed for students concerned about social problems and passionate about making a difference. You will learn how to use marketing tools and techniques to understand, analyse and evaluate social problems, and design effective interventions and solutions that will reduce or eliminate their ill effects on society.

B. Intended Learning Outcomes (ILO) & Objectives

By the end of this course you should be able to:

1. Identify and classify social problems that are inherent in modern and modernising societies.
2. Select social problems that can be resolved by employing social marketing concepts, models and techniques.
3. Develop effective social marketing plans using the 10-step strategic marketing planning process framework.
4. Make effective presentations of findings, analysis and recommendations and write a professional social marketing plan report.

C. Course Content

The course will cover the following topics:

1. Social change & social problems.
2. Defining & distinguishing social marketing.
3. 10-step strategic marketing planning process.
4. Research and analysing the social marketing environment.
5. Segmenting, evaluating and selecting target audiences.
6. Selecting objectives and goals.
7. Understanding target audience - barriers, benefits, motivators, competition and influential others.
8. Developing social marketing strategies: positioning, product, price, place and promotion strategies.
9. Developing a plan for monitoring and evaluation.
10. Establishing budgets and finding funding.
11. Creating an implementation and sustaining behaviours.

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D. Course Assessment

| Components | Weightage | Individual/ Team |
|-----------------------|------------|------------------|
| Quiz | 40 | Individual |
| Social Marketing Plan | 50 | Group |
| Class Participation | 10 | Individual |
| Total | 100 | |

E. Planned Weekly Schedule

| Week | Seminar Topics |
|------|---|
| 1 | <u>Social Marketing & Strategic Planning Model</u> <ul style="list-style-type: none"> • Social Problems • Defining & Distinguishing Social Marketing • 10-Step Strategic Planning Model |
| 2 | <u>Analysing the Social Marketing Environment</u> <ul style="list-style-type: none"> • Research Options • Behaviour Change Theories, Models & Frameworks |
| 3 | <u>Social Issue, Purpose, Focus, Situation Analysis</u> <ul style="list-style-type: none"> • Step 1: Describe Social Issues, Background, Purpose & Focus • Step 2: Conduct Situation Analysis, Review Prior Efforts Guest Speaker |
| 4 | <u>Priority Audiences, Objectives & Goals & Insights</u> <ul style="list-style-type: none"> • Step 3: Select Priority Audiences • Step 4: Set Behaviour Objectives & Goals • Step 5: Identify Audience Insights |
| 5 | <ul style="list-style-type: none"> • Quiz 1 (based on chapters 1 – 8) <u>Developing Marketing Intervention Strategies</u> • Step 6: Crafting Desired Positioning & Branding • Step 7: Creating a Product Platform • Step 7: Price: Determining Incentives & Disincentives |
| 6 | Group Social Marketing Plan Presentations: Steps 1, 2 & 3 (1 st 5 groups) |
| 7 | Group Social Marketing Plan Presentations: Steps 1, 2 & 3 (remaining 4 groups) |

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| Recess Week | |
|--------------------|---|
| 8 | <u>Developing Social Marketing Strategies (cont'd)</u> <ul style="list-style-type: none"> • Step 7: Place: Making Access Convenient & Pleasant Step 7: Promotion: Messages, Messengers, Creative Strategies & Communication Channels |
| 9 | <u>Developing Social Marketing Strategies (cont'd)</u> <ul style="list-style-type: none"> • Sharing Homework Guest Speaker |
| 10 | <u>Managing Social Marketing Programs (cont'd)</u> <ul style="list-style-type: none"> • Step 8: Monitoring & Evaluation • Step 9: Budget & Funding Plans Step 10: Implementation Sustaining Behaviour Plans |
| 11 | <ul style="list-style-type: none"> • Quiz 2 (based on chapters 9 – 17) • Case Study Discussion: (Product) ^{Red} (A) Group Project Preparations |
| 12 | <ul style="list-style-type: none"> • Group Presentations: Social Marketing Plan - Steps 4 to 7 (1st 5 Groups) |
| 13 | <ul style="list-style-type: none"> • Group Social Marketing Presentations: Social Marketing Plan - Steps 4 to 7 (remaining 4 Groups) • Course Review |