University of the West of England, BRISTOL

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Social Marketing Principles and Policy					
Module Code	UMKCR3-15-M		Level	M	Version	2
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No	
Owning Faculty	FBL		Field	Marketing		
Department	BBS, Business and Management		Module Type	Standard		
Contributes towards	MSc Marketing, MSc Marketing Communications					
Pre-requisites	none		Co- requisites	none		
Excluded Combinations	none		Module Entry requirements	none		
First CAP Approval Date	3 June 2015		Valid from	September 2015		
Revision CAP Approval Date			Revised with effect from			

Review Date	September 2021

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: • Demonstrate a clear understanding of what constitutes social marketing, what it can achieve and its limitations; • Demonstrate a clear knowledge and understanding of social marketing principles and theories; • Critically appraise the principles and theories, challenging viewpoints, ideas and concepts. • Demonstrate advanced analytical and evaluative thought processes through the application and interpretation of key academic concepts to real-world social problems; • Identify, select and synthesise relevant information from available resources; • Apply a range of appropriate analytical processes and tools to the resolution of a range of social problems, developing reasoned recommendations for behavioural change interventions; • Undertake independent/self-directed/learning; • Use written formats to communicate ideas and information clearly, logically and effectively.
Syllabus Outline	• History, evolution and scope of Social Marketing • Social Marketing Parameters: what it is & isn't; what it can achieve & its limitations • Principles of social marketing • Partnerships and policy in social marketing • Individual models of behaviour and behaviour change

	• Social and cultural models of behaviour change • Segmentation for social marketing • The social marketing mix • Communications, messaging and media • Ethical Issues in Social Marketing
Contact Hours/Scheduled Hours	Learning in the module is achieved through a combination of class based activity and independent study. The classroom sessions are designed to actively support the development of independent learning strategies by the students. The sessions combine formal lecturing with a wide range of participative activities including case studies, problem solving activities and group discussion. The sessions also require a significant amount of preparation by the students in advance and consequently they are issued with a Module Handout detailing the overall aims of the module together with expected reading and questions to be addressed.
Teaching and Learning Methods	Students are encouraged to relate the knowledge and skills gained through the course to the working environment in a creative way and to find competent solutions to current issues in social marketing management contexts. The independent study includes both preparatory reading for class sessions as well as reading that expands and deepens knowledge obtained through the class sessions. Workshop activities provide a mechanism for giving formative feedback and also for the development of transferable skills. Extensive use is made of live social marketing case studies. In addition, the educational experience may explore, develop, and practice the following: • Oral presentation and communications skills; • Effectiveness at working in groups as leader and member; • Time management skills; • Effectiveness at working independently; • Use of appropriate IT and electronic data resource to aid efficient searching, communication and presentation of information. Resources such as the University Library as well as the study skills web pages will aid learning
Key Information Sets Information	**Key Information Set - Module data** *Number of credits for this module* **15** (see table below)

Key Information Set - Module data

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
150	24	126	0	150	✓

The table below indicates as a percentage the total assessment of the module which constitutes a -

Written Exam: Unseen written exam, open book written exam, In-class test
Coursework: Written assignment or essay, report, dissertation, portfolio, project
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam

		Total assessment of the module:		
		Written exam assessment percentage	100%	
		Coursework assessment percentage	0%	
		Practical exam assessment percentage	0%	
				100%

Reading Strategy	Learning in the module is achieved through a combination of class based activity and independent study. The classroom sessions are designed to actively support the development of independent learning strategies by the students. The sessions combine formal lecturing with a wide range of participative activities including case studies, problem solving activities and group discussion. The sessions also require a significant amount of preparation by the students in advance and consequently they are issued with a Module Handout detailing the overall aims of the module together with expected reading and questions to be addressed. Students are encouraged to relate the knowledge and skills gained through the course to the working environment in a creative way and to find competent solutions to current issues in social marketing management contexts. The independent study includes both preparatory reading for class sessions as well as reading that expands and deepens knowledge obtained through the class sessions. Resources such as the University Library as well as the study skills web pages will aid learning
Indicative Reading List	**Essential reading:** Eagle, L., Dahl, S., Hill, S., Bird, S., Spotswood, F., and Tapp, A. (2013) *Social Marketing*. Pearson: Harlow*.* **Further reading:** Andreassen, A. (2005) *Social Marketing in the 21st Century*, Sage. Andreassen, A. (2001) *Ethics in Social Marketing*, Georgetown University Press. Hastings, G. (2007) *Social Marketing: Why Should the Devil have all the Best Tunes?*, Butterworth Heinemann. Lee, N. and Kotler, P., (2011) *Social Marketing: Influencing Behaviors for Good*, 4th Edition, Sage. Mackenzie-Mohr, D. & Smith, W. (1999) *Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing*, New Society Publishers. Top of Form Weinreich, N (1999) *Hands-On Social Marketing: A Step-by-Step Guide*, Sage.

Part 3: Assessment	
Assessment Strategy	The assessment strategy makes use of a summative end-of-module exam alongside formative preparation for the exam. A 3-hour seen case-study based exam will be employed that presents students with a complex social marketing situation to critically evaluate, from which to draw sustainable conclusions, and for which they can present justifiable social marketing recommendations. Opportunities will exist throughout the module for students to analyse similar kinds of case studies upon which they will receive formative feedback.

Identify final assessment component and element	Component A	

	A:	B:
% weighting between components A and B (Standard modules only)	100%	n/a

First Sit

Component A (controlled conditions) **Description of each element**	**Element weighting**
1. Case-based Exam (3 hours)	100%
Component B **Description of each element**	**Element weighting**
n/a	n/a

Resit (further attendance at taught classes is not required)

Component A (controlled conditions) **Description of each element**	**Element weighting**
1. Case-based Exam (3 hours)	100%
Component B **Description of each element**	**Element weighting**
n/a	n/a

If a student is permitted a retake of the module the assessment will be that indicated by the Module Description at the time that retake commences.