



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Introduction to Social Marketing		
Module Code	UMKDRE-15-2	Level	Level 5
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Marketing
Department	FBL Dept of Business & Management		
Module Type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co-requisites	None		
Module Entry Requirements	None		
PSRB Requirements	None		

Part 2: Description	
<p><b>Educational Aims:</b> This module provides an introduction to social marketing; a growing discipline that takes insights from commercial marketing and uses it to influence behaviours that benefit society as a whole. As a discipline, it draws on psychology, sociology, economics and anthropology in an attempt to fully understand people's behaviour and why they choose to change or not. Centred around the concept of exchange value, social marketers work to understand the underlying motivations that drive behaviour. This information is then used to develop products, services and messages that provide people with an offering they will value in order to achieve sustainable behaviour change.</p> <p><b>Outline Syllabus:</b> This module will cover –</p> <ul style="list-style-type: none"> <li>How social marketing is defined</li> <li>The evolution of social marketing</li> <li>Behaviour change theories</li> <li>The social marketing mix</li> <li>Social marketing in context e.g. public health or sustainability</li> <li>Ethical issues and challenges associated with social marketing campaigns</li> <li>Future trends in social marketing</li> </ul> <p><b>Teaching and Learning Methods:</b> Module delivery will consist of:</p>	

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Lectures that focus on theory and their application to real-life case studies. Interaction will be encouraged through the use of mini tasks and discussion.

Tutorials will focus on practicing application of the theory in an experiential environment using problem-based challenges. Students will be given the chance to work on the assessment tasks, reflect on their learning and gain formative feedback from peers and tutors.

Guest lectures from practitioners in the field

Blackboard will be used to support students' learning; facilitating personal reflection and interactions between students by creating an online learning community.

### Part 3: Assessment

The assessment for this module consists of:

- A) An individual report critically analysing a social marketing campaign relating to one of the core themes from the module (e.g. public health or sustainability).
- B) An individual reflective portfolio that allows the student to reflect on their learning and consider which theoretical approaches they identify with and intend to use in their own future professional practice.

First Sit Components	Final Assessment	Element weighting	Description
Report - Component A	✓	75 %	An individual report (2000 words) critically analysing a social marketing campaign relating to one of the core themes from the module (e.g. public health or sustainability).
Reflective Piece - Component B		25 %	Individual reflective portfolio (1000 words) that allows the student to reflect on their learning and consider which theoretical approaches they identify with and intend to use in their own future professional practice.
Resit Components	Final Assessment	Element weighting	Description
Report - Component A		75 %	A 2000 word individual report critically analysing a social marketing campaign relating to one of the core themes from the module (e.g. public health or sustainability).
Reflective Piece - Component B		25 %	A 1000 individual reflective portfolio that allows the student to reflect on their learning and consider which theoretical approaches they identify with and intend to use in their own future professional practice.

### Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	<b>Module Learning Outcomes</b>	<b>Reference</b>
	Demonstrate an understanding of social marketing and its role in addressing issues from a wide variety of business and non-profit contexts	MO1

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	Analyse a social marketing campaign by applying and evaluating theory and market data, and make sound recommendations.	MO2
	Critically evaluate theories, concepts and frameworks in relation to social marketing practice.	MO3
	Demonstrate current research-based knowledge and its impact on the discipline of social marketing	MO4
	Critically reflect on professional and personal learnings from the module.	MO5
Contact Hours	<b>Independent Study Hours:</b>	
	Independent study/self-guided study	114
	<b>Total Independent Study Hours:</b>	114
	<b>Scheduled Learning and Teaching Hours:</b>	
	Face-to-face learning	36
	<b>Total Scheduled Learning and Teaching Hours:</b>	36
	<b>Hours to be allocated</b>	150
	<b>Allocated Hours</b>	150
Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p><a href="https://rl.talis.com/3/uwe/lists/F9A77762-5C12-80D1-D3D9-B76BE7BE43A4.html?lang=en-GB&amp;login=1">https://rl.talis.com/3/uwe/lists/F9A77762-5C12-80D1-D3D9-B76BE7BE43A4.html?lang=en-GB&amp;login=1</a></p>	

### Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2019-20