



Module Specification

Introduction to Social Marketing

Version: 2023-24, v2.0, 24 May 2022

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	5

Part 1: Information

Module title: Introduction to Social Marketing

Module code: UMKDRE-15-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: 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.

Outline syllabus: This module will cover –

How social marketing is defined

The evolution of social marketing

Behaviour change theories

The social marketing mix

Social marketing in context e.g. public health or sustainability

Ethical issues and challenges associated with social marketing campaigns

Future trends in social marketing

Part 3: Teaching and learning methods

Teaching and learning methods: Module delivery will consist of:

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.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Demonstrate an understanding of social marketing and its role in addressing issues from a wide variety of business and non-profit contexts

MO2 Analyse a social marketing campaign by applying and evaluating theory and market data, and make sound recommendations.

MO3 Critically evaluate theories, concepts and frameworks in relation to social marketing practice.

MO4 Demonstrate current research-based knowledge and its impact on the discipline of social marketing

MO5 Critically reflect on professional and personal learnings from the module.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/F9A77762-5C12-80D1-D3D9-B76BE7BE43A4.html?lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/F9A77762-5C12-80D1-D3D9-B76BE7BE43A4.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: The assessment for this module consists of an individual reflective portfolio with entries that allow the student to evaluate a campaign, reflect on their learning and consider which theoretical approaches they identify with, and which of these they intend to use in their own future professional practice.

For the resit students who attempted the first sit are expected to choose a different social marketing campaign to evaluate.

Assessment components:**Portfolio (First Sit)**

Description: Individual reflective portfolio with entries that allow the student to evaluate a campaign, reflect on their learning and consider which theoretical approaches they identify with, and which of these they intend to use in their own future professional practice.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio (Resit)

Description: Individual reflective portfolio with entries that allow the student to evaluate a campaign, reflect on their learning and consider which theoretical approaches they identify with, and which of these they intend to use in their own future professional practice.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing [Frenchay] BA (Hons) 2022-23

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22