



## **Module Specification**

### **Social Marketing**

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## Part 1: Information

**Module title:** Social Marketing

**Module code:** UMKDWS-15-M

**Level:** Level 7

**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

**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:** This module discusses the application of marketing practices to behaviour change campaigns that benefit wider society.

**Features:** Not applicable

**Educational aims:** 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.

**Outline syllabus:** The syllabus may include topics such as:

History, evolution and scope of Social Marketing

Social Marketing Parameters: what it is and isn't; what it can achieve and its limitations

Principles of social marketing

Nudge and choice architecture

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

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** 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.

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.

Resources such as the University Library as well as the study skills web pages will aid learning.

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

**MO1** Demonstrate a clear knowledge and understanding of social marketing principles and theories

**MO2** Critically appraise the principles and theories, challenging viewpoints, ideas and concepts

**MO3** Demonstrate advanced analytical and evaluative thought processes through the application and interpretation of key academic concepts to real-world social problems

**MO4** 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

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 128 hours

Face-to-face learning = 22 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/797624F0-B949-0ADF-2DCA-837DFAD1D7D8.html?lang=en&login=1) via the following link <https://rl.talis.com/3/uwe/lists/797624F0-B949-0ADF-2DCA-837DFAD1D7D8.html?lang=en&login=1>

## **Part 4: Assessment**

**Assessment strategy:** The assessment will consist of a piece of coursework completed individually. Students will be asked to create a proposal to influence a particular societal behaviour. Individual feedback will be given to students at appropriate points throughout the course. As well as supporting students' project work, these feedback sessions will serve as a check that the final submission is a student's own work.

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.

**Assessment tasks:**

**Written Assignment** (First Sit)

Description: Individual behaviour change challenge plan (3000 words)

The assessment will consist of a piece of coursework completed individually. Students will be asked to create a proposal to influence a particular societal behaviour. Individual feedback will be given to students at appropriate points throughout the course. As well as supporting students' project work, these feedback sessions will serve as a check that the final submission is a student's own work.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

### **Written Assignment (Resit)**

Description: Individual behaviour change challenge plan (3000 words)

The assessment will consist of a piece of coursework completed individually. Students will be asked to create a proposal to influence a particular societal behaviour. Individual feedback will be given to students at appropriate points throughout the course. As well as supporting students' project work, these feedback sessions will serve as a check that the final submission is a student's own work.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

## **Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Digital Marketing [Frenchay] MSc 2023-24

Marketing [Frenchay] MSc 2023-24

Marketing Communications [Frenchay] MSc 2023-24

Events Management [Frenchay] MSc 2023-24