



MODULE SPECIFICATION

Part 1: Information			
Module Title	Behaviour Change and Social Marketing		
Module Code	UMKDRM-15-3	Level	Level 6
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	Introduction to Social Marketing 2020-21		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description	
<p>Educational Aims: This module is designed to introduce students to the fundamental principles of behaviour change and build on their knowledge of social marketing from a previous module. Behaviour change is the study of interventions to change behaviour patterns across groups. Social Marketing is the systematic application of marketing concepts and techniques to achieve specific behavioural goals relevant to a social good. It has a strong focus on understanding the motivations of the target audience or 'customer' when planning programmes to influence, and ultimately work to change behaviour. Social marketing builds on and complements the core discipline of marketing. This module seeks to explore ways in which individual managers and professionals can utilise social marketing to develop behavioural interventions. The module will analyse concepts surrounding the nature and process of marketing within a broad range of non-profit contexts (such as healthcare and education). This module is designed to encourage students to critically reflect on some of the limitations of traditional marketing concepts/ theory as well as the limitations of social marketing theory and impacts of these outcomes on society.</p> <p>Outline Syllabus: You will cover:</p> <ul style="list-style-type: none"> • Behaviour change principles & theories • Social marketing principles • History and evolution of critical marketing • Parameters of social marketing, its limitations • Critical and multidisciplinary behaviour change designs • Theory of Planned Behaviour/Theory of Reasoned Action/Integrative Model of Behaviour Change • Marketing ethics (importance, approaches in this sector) 	

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Teaching and Learning Methods: The teaching and learning strategy associated with this module is based around a series of lecture and workshop sessions. Lectures are used to develop a body of knowledge and offer signposts for further reading and knowledge development in the field. Workshops offer the opportunity to apply and critically reflect on the theory accrued in both lectures and private study primarily through the use of case studies and the critical appraisal of 'live' cases and issues.

Students will be exposed to a variety of different learning activities which may include the following:

- Case study analysis of real-world social problems
- Guest lecturers from behaviour change specialists within the field of Behaviour Change
- Problem-based challenges
- Interactive games

Part 3: Assessment

The assessment for this module is a single piece (component A) which comprises a detailed proposal for a behaviour change campaign and a personal reflection which outlines the decisions made and alternatives considered in developing the proposal.

First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component A	✓	100 %	3500 word Proposal and personal reflection
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component A	✓	100 %	3500 word Proposal and personal reflection

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	
	Critically appraise principles and theories, challenging viewpoints, ideas and concepts	MO1
	Interpret and apply key academic concepts to real-world social problems	MO2
	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	MO3
	Communicate ideas and arguments in a clear, persuasive and informed manner	MO4
	Demonstrate the use of enterprise skills to develop proposals for changing behavioural intention using contemporary academic frameworks applied to professional practice	MO5
Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	114
	Total Independent Study Hours:	114

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	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	36
	Total Scheduled Learning and Teaching Hours:	36
	Hours to be allocated	150
	Allocated Hours	150
Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://rl.talis.com/3/uwe/lists/2C4A7A5A-567A-1CE5-5112-D387F2556D10.html?lang=en-GB&login=1</p>	

Part 5: Contributes Towards

This module contributes towards the following programmes of study: