



Module Specification

Behaviour Change and Social Marketing

Version: 2023-24, v2.0, 15 May 2023

Contents

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

Part 1: Information

Module title: Behaviour Change and Social Marketing

Module code: UMKDRM-15-3

Level: Level 6

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: Introduction to Social Marketing 2023-24

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 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.

Outline syllabus: You will cover:

- 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)

Part 3: Teaching and learning methods

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

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

MO1 Critically appraise principles and theories, challenging viewpoints, ideas and concepts

MO2 Interpret and apply key academic concepts to real-world social problems

MO3 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

MO4 Communicate ideas and arguments in a clear, persuasive and informed manner

MO5 Demonstrate the use of enterprise skills to develop proposals for changing behavioural intention using contemporary academic frameworks applied to professional practice

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/2C4A7A5A-567A-1CE5-5112-D387F2556D10.html?lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/2C4A7A5A-567A-1CE5-5112-D387F2556D10.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: The assessment for this module is a single piece (Written Assignment) 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.

Assessment components:

Written Assignment (First Sit)

Description: 3500 word Proposal and personal reflection

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Written Assignment (Resit)

Description: 3500 word Proposal and personal reflection

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 [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21