



UNIVERSITI TEKNOLOGI MARA

ADS402: SOCIAL MARKETING

Course Name (English)	SOCIAL MARKETING APPROVED
Course Code	ADS402
MQF Credit	3
Course Description	This course is designed to provide students with a general understanding to the discipline of social marketing. The course provides an acquaintance with basic concepts and techniques social marketer would use to sketch a step-by-step social marketing process so that can be used for a cause in the area of public health and safety, environment or community involvement and so forth with the aims is the students able to articulate, plan and execute an effective social marketing campaigns. This knowledge is used as a foundation to explore the marketing of ideas, attitudes and behavior. The application of the principles to social marketing is the key focus of this course.
Transferable Skills	PLO1 – Demonstrate ability to identify and articulate self-skills, knowledge and understanding confidently and in a variety of contexts. PLO5 – Demonstrate ability to work professionally and contribute positively in a team. PLO8 – Demonstrate ability to manage personal performance to meet expectations and demonstrate drive, determination, and accountability.
Teaching Methodologies	Lectures, Blended Learning, Tutorial, Presentation
CLO	CLO1 Describe social marketing concept and practices towards social and behavioral issues of communities. CLO2 Work collaboratively with team members in addressing social and behavioral issues according to a social marketing plan. CLO3 Demonstrate managerial skill in reporting the social marketing programs in relation to a specific social and behavioral issue.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Social Marketing 1.1) o Concept of Social Marketing 1.2) o Social Issues Benefit From Social Marketing 1.3) o Ways to Impact Social Issues 1.4) o Social Marketer's Role in Influencing Upstream Factors 1.5) o Strategic Marketing Planning Process	
2. Analyzing the Social Marketing Environment 2.1) o Determining Research Needs and Options 2.2) o Mapping the Internal and External Environments	
3. Selecting Target Markets 3.1) o Steps Involved in Selecting Target Markets 3.2) o Variables Used to Segment Markets 3.3) o Criteria for Evaluating Segments 3.4) o How Target Markets Are Selected 3.5) o What Approach Should be Chosen? 3.6) o Ethical Considerations When Selecting Target Markets	
4. Setting Objectives and Goals 4.1) o Behavior Objectives 4.2) o Knowledge and Belief Objective 4.3) o The Nature of Social Marketing Goals	

<p>5. Deepening Your Understanding of the Target Market and the Competition</p> <p>5.1) o The Exchange Theory 5.2) o Target market barriers, benefits and competition 5.3) o Behavior change models and theories: 5.4) o Diffusion of Innovation Theory 5.5) o Theory of Reasoned Action (TRA) 5.6) o Theory of Planned Behavior (TPB)</p>
<p>6. Crafting a Desired Positioning</p> <p>6.1) o Positioning Defined 6.2) o Developing a Positioning for Social Marketing Products 6.3) o Behavior Focused Positioning 6.4) o Barriers-Focused Positioning 6.5) o Benefit-Focused Positioning 6.6) o Competition –Focused Positioning 6.7) o Repositioning –Focused 6.8) o How Positioning Relates to Branding 6.9) o Ethical Considerations When Developing a Positioning</p>
<p>7. Product: Creating a Product Platform</p> <p>7.1) o The First “P” 7.2) o Developing the Social Marketing Product Platform 7.3) o Branding</p>
<p>8. Price: Determining Monetary and Non-Monetary Incentives and Disincentives</p> <p>8.1) o Price: The Second “P” 8.2) o Determining Monetary and Non-Monetary Incentives and Disincentives 8.3) o Setting Price for Tangible Objects and Services</p>
<p>9. Place: Making Access Convenient and Pleasant</p> <p>9.1) o Place: The Third “P” 9.2) o Developing the Place Strategy 9.3) o Managing Distribution Channels</p>
<p>10. Promotion: Deciding on Messages, Messengers, Creative Strategies and Communication Channels</p> <p>10.1) o Promotion: The Fourth “P” 10.2) o A Word About The Creative Strategy 10.3) o Selecting Communication Channel 10.4) o Traditional Media Channels 10.5) o Non Traditional and New Media Channels 10.6) o Factors Guiding Communication Channel Decision</p>
<p>11. Developing a Plan for Monitoring Evaluation</p> <p>11.1) o Why Are You Conducting This Measurement? 11.2) o What Will You Measure? 11.3) o How Will You Measure? 11.4) o When You Measure? 11.5) o How Much It Will Cost? 11.6) o Ethical Consideration in Evaluation Planning</p>
<p>12. Establishing Budgets and Finding Funding</p> <p>12.1) o Determining Budgets 12.2) o Justifying the Budget 12.3) o Funding Sources for Additional Funding 12.4) o Appealing to Funders 12.5) o Revising your Plan 12.6) o Ethical Consideration When Establishing Funding</p>
<p>13. Creating an Implementation Plan and Sustaining Behavior</p> <p>13.1) o Phasing 13.2) o Sustainability 13.3) o The Issues of Sustainability</p>

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Project	30%	CLO2
	Quiz	Quiz 1	10%	CLO1
	Quiz	Quiz 2	10%	CLO1
	Written Report	Report	10%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> Lee, N. & Kotler, P. 2016, <i>Social Marketing: Changing Behaviors for Good</i>, 5th Ed., Sage Publications USA
	Reference Book Resources	<ul style="list-style-type: none"> Jeff French & Ross Gordon 2015, <i>Strategic Social Marketing</i>, SAGE Publications Ltd London Kotler, P. & Armstrong 2016, <i>Principles of Marketing</i>, Pearson Education Limited England Linda L. Brennan, Wayne Binney, Lukas Parker, Dang Nguyen, Torgeir Aleti & Dang Minh Nguyen 2014, <i>Social Marketing and Behavior Change: Models, Theory and Applications</i>, Edward Elgar USA Lefebvre, R. Craig 2013, <i>Social Marketing and Social Change: Strategies and Tools for Health, Well-Being and the Environment</i>, John Wiley & Sons Inc. Jossey-Bass, San Francisco. Sameer Deshpande & Nancy R.Lee 2013, <i>Social Marketing in India</i>, SAGE Publications India New Delhi
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	