

## **COURSE OUTLINE**

<b>Course Name</b>	<b>:</b>	<b>SOCIAL MARKETING</b>
<b>Course Code</b>	<b>:</b>	<b>BSM3206</b>
<b>Course Level</b>	<b>:</b>	<b>3</b>
<b>Credit Units</b>	<b>:</b>	<b>3</b>
<b>Contact Hours</b>	<b>:</b>	<b>45</b>

### **COURSE DESCRIPTION**

This course considers the planning and implementation of programmes designed to bring about social change, drawing on concepts and practices from commercial marketing. It examines the adaptation and adoption of commercial marketing principles and practices in social change marketing. The social marketing strategies and programmes aim to bring about behavioral change for a social cause, thereby promoting societal well-being. Behavioral change can be influenced in four different ways: accepting new behavior, rejecting potentially undesired behavior, modifying a current behavior and abandoning an old undesired behavior. We examine contemporary issues in the social marketing sector, including the development of unique social marketing models to change attitudes and behaviors, as well as the use of commercial marketing to deliver goods, ideas, and services that support social marketing outcomes. This course focuses on social issues such as family planning, education, sports, public health, food security, the environment, and access to clean drinking water, among others. We introduce social marketing as the application of marketing concepts and other social change techniques to achieve both individual behavior changes and societal structural change.

### **COURSE OBJECTIVES**

1. To understand the role of social marketing in changing social perspectives and welfare, especially among disadvantaged communities.
2. To understand how the principles of commercial marketing can be integrated and applied in the social marketing perspective.
3. To be able to appreciate the social marketing mix strategies and fully design a social marketing campaign that can effectively influence change in the target market on a sustainable basis.
4. To understand how to create environmental and policy change through social marketing programmes.
5. To understand the critical points for effectively managing the development, implementation and evaluation of social marketing projects.

### **LEARNING OUTCOMES**

By the end of this course, students should be able to:

1. Explain the scope of social marketing and how it relates to other areas of marketing.
2. Evaluate and determine how effective social marketing campaigns achieve desired social objectives.

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3. Analyze the social marketing environment in the context of both local and international perspective.
4. Utilize the relevant theoretical frameworks available to social marketers to understand consumer motivations and reasoning.
5. Use the principles of marketing communication and persuasion in order to effectively influence targeted audiences and achieve objectives through public-private partnerships.

## COURSE CONTENT

Topic	Details	Duration	Facilitator
1. Introduction to social marketing.	<ul style="list-style-type: none"> <li>• Definition of social marketing.</li> <li>• History of social marketing.</li> <li>• Role of social marketing.</li> <li>• Social marketing vs social media marketing.</li> </ul>	2 hours	Mr. Ssenoga. D
2. Understanding the drivers of consumers in social marketing.	<ul style="list-style-type: none"> <li>• Understanding social norms drivers: Upstream and Downstream applications for social marketers.</li> <li>• Psychological drivers: Motivation, perception, learning, beliefs and attitudes.</li> <li>• Personal drivers: Age and life-cycle stage, occupation, economic circumstances, lifestyle, personality and self-concept.</li> <li>• Social drivers: Reference groups, family, roles and status.</li> <li>• Cultural drivers: Culture, subculture, social class system.</li> </ul>	4 hours	Mr. Ssenoga. D
3. The nature of social services: public health care issues, family planning, education, environment, social development etc.	<ul style="list-style-type: none"> <li>• Healthcare marketing &amp; challenges.</li> <li>• Family planning and African beliefs.</li> <li>• Role of education in social marketing and development.</li> <li>• Health safety, violence, and social disorder.</li> <li>• Policy, social innovation and social marketing.</li> </ul>	4 hours	Mr. Ssenoga. D
4. Contemporary social marketing	<ul style="list-style-type: none"> <li>• Political issues</li> <li>• Economic issues</li> <li>• Legal aspects</li> </ul>	3 hours	Mr. Ssenoga. D

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environment: the local and international context.	<ul style="list-style-type: none"> <li>• Cultural aspects</li> <li>• Technological and innovation issues</li> </ul>		
5. Social Marketing Research	<ul style="list-style-type: none"> <li>• Social marketing research process</li> <li>• The particular challenges of conducting both quantitative and qualitative research for social marketing.</li> </ul>	3 hours	Mr. Banura. I
6. Social marketing mix: Applicable to healthcare, education, sports, affordable housing, safe water, etc.	<ul style="list-style-type: none"> <li>• The social marketing mix/intervention mix:</li> <li>• Product</li> <li>• Price</li> <li>• Place</li> <li>• Promotion</li> <li>• Publics</li> <li>• Partnership</li> <li>• Policy</li> <li>• Purse strings</li> </ul>	4 hours	Mr. Banura. I
7. Social Marketing and the Role of Communication s: Designing a communication campaign.	<ul style="list-style-type: none"> <li>• Role of a social marketing campaign.</li> <li>• Steps of developing a social marketing communications campaign.</li> <li>• Social marketing communications: The limits of fear, Branding; Participatory Media and internal Marketing.</li> </ul>	4 hours	Mr. Banura. I
8. Social marketing, media partnerships and social media.	<ul style="list-style-type: none"> <li>• Role of social marketing &amp; Media marketing partnerships.</li> <li>• Main differences between social marketing and social media marketing.</li> </ul>	3 hours	Mr. Banura. I
9. Green marketing & cause marketing through Public Private Partnerships (PPPs) in developing countries.	<ul style="list-style-type: none"> <li>• Green marketing mix.</li> <li>• Cause marketing and green marketing aspects</li> <li>• Green &amp; Cause marketing role of PPP in developing economies</li> </ul>	4 hours	Mr. Tondo. M

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10. Honesty and Ethics in social marketing.	<ul style="list-style-type: none"> <li>• Ethics and the Social Marketer.</li> <li>• Ethical Considerations in the Use of Marketing for the Management of Public Health and Social Issues.</li> <li>• Alliances and Ethics in Social Marketing.</li> <li>• Teaching and Modeling Ethics in Social Marketing.</li> </ul>	4 hours	Mr. Tondo. M
11. Social events as a marketing tool.	<ul style="list-style-type: none"> <li>• Narrowing down your marketing goals.</li> <li>• Attracting high qualified attendees.</li> <li>• Techniques of delivering your message.</li> <li>• Engaging people talk about your product.</li> <li>• Post event content promotion.</li> </ul>	4 hours	Mr. Tondo. M
12. Social Marketing Plan	<ul style="list-style-type: none"> <li>• Background to the Social Marketing problem/opportunity and Client Organization.</li> <li>• Situational Analysis.</li> <li>• Stakeholder and Competitive Analysis.</li> <li>• Market Segmentation and Targeting.</li> <li>• Marketing Behavioral Objectives.</li> <li>• Marketing Intervention Mix.</li> <li>• Implementation.</li> <li>• Evaluation.</li> </ul>	6 hours	Mr. Tondo. M

**METHOD OF DELIVERY:**

Case studies, group discussions and class presentations, Lectures and guest lectures.

**MODE OF ASSESSMENT**

The students shall do coursework assessment as well as the final exam. The coursework assessment shall account for 30% of the final exam mark, while the final exam shall account for 70% of the final exam mark. The pass mark for this course unit is 50%.

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## **Facilitator contacts**

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2. Mr. Isaac Banura  
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3. Mr. Med. Tondo  
Tel. 0779162925  
Email: [tmed@mubs.ac.ug](mailto:tmed@mubs.ac.ug)

**READING LIST** (Gregory, 2010; Kotler and Armstrong, 2012; Hoyer, McInnis and Pieters, 2013; Temporal, 2015; Roy, Mutum and Nguyen, 2017; Simon and Fassnacht, 2019)

Andreasen, A. R., (2016). *Social Marketing in the 21<sup>st</sup> century*. London, UK: Sage.

French, J., Blairs-Stevens, C., McVey, D., & Merritt, R., (2015). *Social Marketing and Public Health, Theory and Practice*, 6<sup>th</sup> Edition: Oxford Press, UK.

Kotler, P., & Lee, N. (2011). *Social Marketing: Influencing Behaviors for Good*, 5<sup>th</sup> Edition: Sage Publications.

Weinrich, H. K., (2013). *Hands-on social marketing: a step-by-step guide to designing change for good*, 2<sup>nd</sup> Edition: Sage Thousand Oaks, CA.

Gregory, A. (2010) *Planning and Managing Public Relations Campaigns - A strategic approach*. 3rd edn. Kogan Page Limited.

Hoyer, W. D., McInnis, D. J. and Pieters, R. (2013) *Consumer Behavior*. Sixth Edit. Cengage Learning.

Kotler, P. and Armstrong, G. (2012) *Principles of Marketing*. 14th edn. Edited by S. Yagan et al. New Jersey: Prentice Hall, Inc.

Roy, S. K., Mutum, D. S. and Nguyen, B. (2017) *Services Marketing Cases in Emerging Markets: An Asian Perspective*. Springer.

Simon, H. and Fassnacht, M. (2019) *Price Management: Strategy, Analysis, Decision, Implementation*. Switzerland: Springer.

Temporal, P. (2015) *BRANDING FOR THE PUBLIC SECTOR: CREATING, BUILDING AND MANAGING BRANDS PEOPLE WILL VALUE*, *Syria Studies*. Wiley.

## **JOURNAL ARTICLES**

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Dibb, Sally and Carrigan, Marylyn (2013), Social marketing transformed: Kotler, Polonsky and Hastings reflect on social marketing in a period of social change. European, *Journal of Marketing*, 47(9) pp. 1376–1398.

Judith Madill, and Rafael Ziegler (2012) Marketing social missions—adopting social marketing for social entrepreneurship? A conceptual analysis and case study, *International Journal of Nonprofit and Voluntary Sector Marketing*. 17: 341–351

Kevin Burchell, Ruth Rettie and Kavita Patel (2013), Marketing social norms: Social marketing and the ‘social norm approach’ *Journal of Consumer Behaviour*, 12: 1–9

Andreasen, A. R., (2016). Social Marketing in the 21<sup>st</sup> century. London, UK: Sage.

French, J., Blairs-Stevens, C., McVey, D., & Merritt, R., (2015). Social Marketing and Public Health, Theory and Practice, 6<sup>th</sup> Edition: Oxford Press, UK.

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Kevin Burchell, Ruth Rettie and Kavita Patel (2013), Marketing social norms: Social marketing and the ‘social norm approach’ *Journal of Consumer Behavior*, 12: 1

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