

**Course Description and Scope**

Social marketing is the use of business marketing concepts and techniques to change behaviour for the betterment of society. It has made significant contributions to the reduction and eradication of a host of social problems including poverty, environmental damage, human trafficking, prostitution, substance abuse and drink driving, just to name a few. It is of particular relevance to Singapore or any country that is experiencing social challenges in the quest for sustainable growth. For a partial list of social problems, please see page 6.

This course is designed for students concerned about social issues and problems and passionate about making a difference. It exposes students to a myriad of social problems plaguing countries and acquaints them with the marketing concepts, tools and strategies to address them. Through a blend of seminars, online/class discussions, and individual and group projects, students will examine social marketing topics ranging from strategic analysis, upstream/downstream social marketing, fund-raising and ethics, to community-based preventive marketing, the social marketing mix, branding and value co-creation.

**Course Learning Objectives**

Students can expect to achieve the following outcomes by the end of the course:

1. Develop an appreciation of social problems that are inherent in modern and modernising societies.
2. Understand the unique challenges involved in social marketing.
3. Acquire and apply marketing knowledge and skills to reduce and eradicate social problems.
4. Become more socially conscious persons.

**Course Assessments**

Components	Marks	Individual / Group
Social Marketing Plan Project	60	Group/Individual
2 Quizzes	20	Individual
Class Participation	20	Individual
<b>Total</b>	<b>100</b>	

**Textbook**

Basic Text	Social Marketing: Influencing Behaviours for Good, Philip Kotler & Nancy Lee, Sage Publications, 2007. (Call No.: HF5414.K87S Reserve Book Room)
Supplementary Text	Social Marketing in the 21st Century, Alan Andreasen, Sage Publications, 2006. (Call No.: HF5414.A557S Reserve Book Room)

### Proposed Weekly Schedule

Week	Topic
1	No Class – National Day Holiday
2	<ul style="list-style-type: none"> <li>• Social Change &amp; Social Problems</li> <li>• 21st Century Social Marketing &amp; Strategic Social Marketing Planning</li> </ul>
3	<ul style="list-style-type: none"> <li>• Social Marketing Environment &amp; Research</li> <li>• Target Markets</li> </ul>
4	No Class – Hari Raya Puasa Holiday
5	<ul style="list-style-type: none"> <li>• Goals &amp; Objectives</li> <li>• Target Market &amp; Competition</li> </ul>
6	<ul style="list-style-type: none"> <li>• Positioning Social Marketing Products</li> <li>• Social Marketing Product Platform &amp; Branding</li> </ul>
7	<ul style="list-style-type: none"> <li>• Group Project: Sharing of Social Problems Selected</li> </ul>
8	RECESS WEEK
9	<ul style="list-style-type: none"> <li>• Price Strategy: Incentives &amp; Disincentives</li> <li>• Place Strategy: Convenient and Pleasant Access</li> </ul>
10	<ul style="list-style-type: none"> <li>• Promotion Strategy: Messages, Messengers &amp; Channels (E-Learning)</li> </ul>
11	<ul style="list-style-type: none"> <li>• Monitoring &amp; Evaluation</li> <li>• Budgets &amp; Finding Funding</li> <li>• Implementation Plan &amp; Sustaining Behaviour</li> </ul>
12	Group Presentations
13	Group Presentations
14	Group Presentations & Course Review