

Seminar in Social Marketing

ADV 830, Spring 2019

Wednesdays from 3 to 5:50 pm. Location: C003 Wilson Hall.

Instructor: **Anastasia Kononova**
kononova@msu.edu
Department of Advertising + Public
Relations
Michigan State University

College of Communication Arts & Sciences
404 Wilson Rd., office 319
East Lansing, MI 48824
Phone: +1 (517) 432-5129
Office hours: Wednesday 1:30 – 2:30 pm

Course description

The goal of this course is to teach you how **marketing, branding**, and other **commercial strategic communication** tools can be used to improve life in society. Throughout the course, you will define **social good** and a cause, learn the difference between social and commercial marketing, who are the stakeholders in social marketing campaigns, how to appeal to your target audience values, and how to develop and evaluate an effective social marketing strategy, among other. In addition, you will obtain and/or refine the skills to conduct primary and secondary research, critically assess previous social marketing campaigns, and learn about persuasion theories. This course is a **seminar**. Although it is partially based on traditional teaching techniques, such as lectures and readings, it also requires you to extensively **discuss** the material that you will have learned. You will have multiple opportunities to express your opinions and defend your points of view in class. In addition, you will complete several **critical thinking** assignments to show your understanding of and analytical approach to the material.

Course objectives and outcomes

1. Gaining knowledge of widely used social marketing strategies and learning about persuasion theories
2. Synthesizing readings and applying critical thinking approach to analyze social marketing cases and theories
3. Applying theories to solve specific social marketing problems
4. Applying the knowledge of primary and secondary research methods to prepare a social marketing plan
5. Applying analytical and creative skills to create effective media messages
6. Developing a social marketing plan in a collaborative environment
7. Gaining confidence in expressing and defending your ideas and opinions

Readings

The following is the required textbook for this course:

- **Lee, Nancy R., and Philip Kotler. *Social marketing: Influencing behaviors for good*. Sage, 2016. Fifth edition.**

The required textbook provides basic information about the professional field of social marketing. It makes a good use of case studies and describes how to apply marketing tools for social good. In addition to this basic text, I will use a number of other books and articles that will be required or suggested to read. I will provide the list of the suggested readings prior to each class meeting.

Course assignments

PARTICIPATION (15%). You must participate in this course every week. It means that you are expected to attend class and share your thoughts about the readings and lecture material. From time to time, the instructor will bring in-class activities (e.g., case studies) and case studies to analyze, which will also earn you participation points.

CRITICAL THINKING QUESTIONS (CTQs; 25%). Throughout this semester, you will be required to complete three critical thinking assignments. See the deadlines for each CTQ below and in the schedule/timeline.

- **CTQ1 (10%)** will ask you to describe ONE big problem that, in your opinion, threatens the world in general or a single community in particular and require a social marketing campaign to increase awareness and change attitudes and behaviors for situation improvement. Be prepared to discuss your CTQ in class. **DEADLINE: Jan. 23 BEFORE 3 PM.**
 - Add statistics that support your claim about problem severity.
 - List the stakeholders.
 - Analyze who will benefit from each problem solution. Is social good the only benefit?
 - What would be the goal and outcomes of a social marketing campaign that you would run to solve the problem? Why is it important to change the situation?
 - Add other relevant thoughts.
- **CTQ2 (10%)** will require you to apply a theory you will have learned about in this class or other advertising/PR classes to produce an effective social marketing campaign. Pick one theory. Briefly describe what the theory is about (assumptions, milestone studies, key names, etc.). Do not forget to cite sources. Discuss how the theory of your choice can be applied in social marketing. For example, will it be helpful in the analysis of audience characteristics and reactions or will it be used to design effective persuasive messages? Also, would it be used to explain behavior change in individuals or a larger system change? Propose an idea of a social marketing campaign that could be guided by the theory of your choice. Be prepared to discuss your CTQ in class. **DEADLINE: March 13 BEFORE 3 PM.**
- **CTQ3 (5%)** will have more of a practical value to you. You will be asked to do research on four potential employers in non-profit and government sector (i.e., directly or indirectly related to the area of social marketing), find job/internship openings, briefly describe each, and provide a justification for why you would apply for a job in those four organizations/agencies. If you plan to have a career in commercial marketing, you can look for job openings in commercial companies. In this case, please provide ideas about how you will use the knowledge gained in this class to engage your company in social marketing campaigns. Be prepared to discuss your CTQ in class. **DEADLINE: April 3 BEFORE 3 PM.**

Each CTQ should be about 3-5 pages long (double-spaced, Times New Roman font, font size 12, 1-inch margins). **CTQs should include more than your opinion. You should do thorough research to support your arguments with evidence.** Do not forget to cite and reference all sources of information you will have used.

CASE STUDY & EFFECTIVE MESSAGE ASSIGNMENT (15%). This assignment will require you to select a social marketing campaign case study and create a message (e.g., poster, video) to target the population described in the case study with the goal of achieving the campaign's objectives. If you need help with the selection of a case study, please schedule an appointment with me before March 1. I have access to a number of databases that provide data and case studies in the field of advertising. You are required to decide on the case study and submit a one-paragraph description before March 1. The descriptions can be submitted by email as well as on Desire2Learn (D2L).

You are suggested to approach this assignment in the following way.

- First, read the case study carefully and emphasize the main points that you will want to include in the case study summary.
- Second, identify the limitations of the campaign – this is going to be the basis of your critique.
- Third, create a message that would help achieve the campaign's objectives and address its limitations.

You will be required to submit a 3- to 4-page case study critique and your message **on April 10, 2019, BEFORE 3 PM**. The case study critique should include a brief summary of the case study, detailed explanation of the campaign's limitations, and justification for creating your message. On April 10, you will be asked to present the summary, critique, and your message to class. **DEADLINE: April 10 BEFORE 3 PM.**

AUTO-ETHNOGRAPHY ASSIGNMENT (15%). During the first few weeks of the semester, you will be asked to conduct an auto-ethnography. You will need to choose a good behavior that you are currently not engaged in but want to make your habit. It can be related to any area of social marketing (e.g., health, environment, inclusion, education, charity work). Good behavior means that it will benefit you or other people in the long run. Start performing this behavior on the first day of class and continue at least until the assignment's deadline, **April 17, 2019, BEFORE 3 PM** (the idea is, of course, that you will continue with this good behavior until the rest of your life ☺). The goal is to change your behavior and analyze how and why such change happens or how and why it fails to happen. Write a 3- to 4-page paper (double-spaced, Times New Roman font, font size 12, 1-inch margins) about your experiences with behavior change, motivations that kept you going, barriers (obstacles to behavior change), costs (what you had to sacrifice), benefits (what you gained/will gain), etc. Think about habit formation process, as well. Don't cheat ☺ For April 17, prepare a 10-minute presentation (visuals are welcomed but not required). We will discuss your experiences in class. **DEADLINE: April 17 BEFORE 3 PM.**

Here are some examples of good behaviors to engage in:

- Turn off the lights every time you leave the room
- Use stairs instead of the elevator
- Use public transportation or bike instead of the car
- Drink two liters of water and stop drinking any type of soda
- Eat one extra serving of vegetables
- Exercise three times a week
- Weekly community service
- Weekly donations
- Buying less stuff – saving money
- Making bed in the morning
- Eliminating nighttime snacks

FINAL TEAM PROJECT (30%). Student teams will develop a social marketing campaign for a non-profit organization, agency or interest group of their choice. Additional guidelines will be provided in class. Consult chapter 17 in Lee & Kotler for a comprehensive summary of what the plan should include. Project drafts are due on March 1. Final projects will be presented in class on April 24. The deadline for the final project submission is April 29. **DEADLINES: March 1; April 24 (class presentations); April 29 BEFORE 3 PM.**

Class expectations

- ❖ Attend
- ❖ Complete readings
- ❖ Meet deadlines
- ❖ Participate
- ❖ Respect each other
- ❖ Don't distribute class materials outside class (online or offline)

Academic honesty

Students also have the responsibility to behave honorably in an academic environment. The MSU Code of Student Conduct states that it is a violation to engage in academic dishonesty, plagiarism, cheating or a misuse of academic resources. Personal integrity, professional attitude and conduct, and a mutual respect for a diversity of viewpoints and values are expected in this class. Any violations of academic integrity will be penalized with a failing grade on the assignment and/or the entire course. All violations will be reported to MSU's Graduate School.

Grading scale

90% - 100%	4.0
85% – 89.99%	3.5
80% – 84.99%	3.0
75% – 79.99%	2.5
70% – 74.99%	2.0
65% – 69.99%	1.5
60% – 64.99%	1.0
Below 60%	0.0

Evaluation criteria

- **Excellent.** The work is rigorous, creative, and shows a thorough knowledge of the materials. An excellent piece of work written in a clear and concise manner. Few, if any, errors of fact or writing.
- **Good.** The work has few errors, but shows a good effort at comprehending the material. Clear, understandable writing with some care and expression of knowledge. Discussion needs more clarity, more development and/or more examples. The work may be missing some of the subtleties of the argument.
- **Fair.** An adequate but superficial completion of the assignment. Few examples used or discussion or argument is unsubstantiated. Sources are poorly cited, many errors of fact, inadequate writing and grammar.
- **Failure.** Assignment not completed or turned in extremely late.

Class management system (D2L)

You can submit your assignments and download additional readings and this syllabus on Desire2Learn (D2L) class management website (<https://d2l.msu.edu>). Your grades will be uploaded to D2L, as well.

Extra credit

Throughout this semester, you have an opportunity to earn bonus points toward your grade in ADV 830 (Seminar in Social Marketing). This bonus research participation is worth 4% in this course. To earn these credits, you will need to complete four (4) hours of research participation. You may do this one of two ways (or through a combination of options A and B below). Note that you can earn UP TO 4% of the grade, which is the maximum limit, but, if you wish, you can earn less than that.

- **Option A.** You may sign-up for studies using the SONA system (<https://msucas.sona-systems.com>). The SONA system allows you to look at active studies that require research participants, view available time slots, and select a time slot that best suits your schedule. Researchers will also use the SONA system to award you SONA credits in exchange for participation. SONA credits are awarded on the basis of how long each study takes. One-hour studies earn you 1 SONA credit (which is equal to 1% in this class). Half hour studies earn you half a SONA credit. Please be aware that this option closes **on April 19, 2019, at 5 pm** and no additional research opportunities will be available after that date.
- **Option B.** If you do not wish to participate in the studies advertised on the SONA system, please contact the instructor regarding alternative research assignments or other activities. You may complete alternative assignments/activities to earn bonus points in this course. These alternative assignments are valued and credited in the same manner as studies advertised on SONA. Specifically, your instructor will award one “alternative credit” (which is equal to 1% in this class) for what she believes constitutes work that would take one hour of your time to complete. Please be aware that this option must be requested by **February 4, 2019**, this semester and no additional opportunities will be made available after that date. Requests received before **February 4, 2019**, will be granted and those projects will be due **on April 19, 2019, at 5 pm**.

The syllabus and schedule are subject to change.

SCHEDULE

Week 1

Jan. 9

Introduction to the course

Introduction to social marketing. (Lee & Kotler, chapter 1)

Week 2

Jan. 16

Tips for success. 10 steps of strategic marketing planning (Lee & Kotler, chapter 2)

Week 3

Jan. 23

Client introduction

Final project assignment to be distributed (first draft due March 1; presentations scheduled for April 24; final draft due April 29)

CTQ1 due + discussion

Week 4

Jan. 30

Research in social marketing: (Lee & Kotler, chapter 3)

Additional material to cover: Working with syndicated research databases

Week 5

Feb. 6

From purpose to foci and SWOT (Lee & Kotler, chapter 4)

Week 6

Feb. 13

The target challenge I: Segmentation (Lee & Kotler, chapter 5)

Week 7

Feb. 20

The target challenge II: Behavior objectives and goals. Barriers, Benefits, Motivators, Competition, Influencers (Lee & Kotler, chapters 6 & 7)

Week 8

Feb. 27

The target challenge III: Theories that explain change (Lee & Kotler, chapters 8)

March 1

The last day to request a case study for the case study and effective message assignment

First drafts of the final project due

Week 9

March 4 – March 10

Spring break!!!

Week 10

March 13

The target challenge III: Theories that explain change (Lee & Kotler, chapters 8)

Egoism and altruism

CTQ2 due + discussion

Week 11

March 20

Positioning & product (Lee & Kotler, chapters 9 & 10)

Work on final projects

Week 12*March 27*

Price & place (Lee & Kotler, chapters 11 & 12)

Work on final projects

Week 13*April 3*

Promotion I (Lee & Kotler, chapter 13)

Work on final projects

CTQ3 due + discussion**Week 14***April 10*

Promotion II (Lee & Kotler, chapter 14)

Work on final projects

Case study and effective message assignment due

Individual case study & effective message presentations

Week 15*April 17*

Budget and fundraising (Lee & Kotler, chapter 16)

Work on final projects

Auto-ethnography assignment due

Auto-ethnography assignment presentations

Week 16*April 24*

Evaluation of a social marketing plan. Social marketing campaign overview (Lee & Kotler, chapters 15 and 17)

Final project presentations*April 29***Final projects due****Timeline**

DATE	ASSIGNMENT
Jan. 23	CTQ1 due + discussion
March 1	First draft of the final project due
March 13	CTQ2 due + discussion
April 3	CTQ3 due + discussion
April 10	Case study and effective message assignment due + presentations
April 17	Auto-ethnography due + presentations
April 24	Final project presentations
April 29	Final projects due