COURSE OUTLINE

MKG222 Marketing for Social Change

School: School of Business and Creative Industries

2026 | Semester 2

UniSC Sunshine Coast UniSC Moreton Bay UniSC Southbank	BLENDED LEARNING	Most of your course is on campus but you may be able to do some components of this course online.
Online	ONLINE	You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement.

Please go to unisc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

Marketing can be used to tackle wicked social problems such as smoking, gambling, obesity and mental health. In this course, we explore a range of wicked social problems and develop marketing strategies and tactics to bring about positive behaviour changes that benefit individuals, communities and society. This course provides you with the opportunity to apply traditional marketing tools to non-traditional contexts, with a focus on issues associated with global wellbeing and the endeavours of non-profit organisations.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Lecture – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times
Tutorial/Workshop 1 – In-class tutorial	2hrs	Week 2	11 times
ONLINE			
Lecture – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times
Tutorial/Workshop 1 – Interactive zoom tutorial	2hrs	Week 2	11 times

1.3. Course Topics

Intervention planning for positive behaviour change

Identifying and understanding target participants

Designing interventions, including research, ethics and mitigating unintended consequences

Evaluating interventions

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES On successful completion of this course, you should be able to...	GRADUATE QUALITIES MAPPING Completing these tasks successfully will contribute to you becoming...	PROFESSIONAL STANDARD MAPPING * Association to Advance Collegiate Schools of Business
1 Gather, analyse and interpret credible information relevant to a social cause.	Creative and critical thinker	PC3, PC4
2 Critically evaluate, synthesise and leverage credible information so as to generate changes in behaviour that seek to remedy a social cause.	Empowered	PC1.1, PC3.1
3 Exhibit an understanding of ethical issues and unintended consequences that may occur when marketing social causes.	Ethical	PC1.3, PC3, PC4

* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	
PC1.1	Written Communication
PC1.3	Digital Literacy
PC3	Creative and Critical Thinking
PC3.1	Problem Solving
PC4	Community Consciousness

5. Am I eligible to enrol in this course?

Refer to the UniSC Glossary of terms for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

BUS105

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

5.5. Microcredential Information

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Advice and tips on how to approach the course and assessment will be provided during the early weeks of the semester. There will be dedicated tutorials for each assessment task. Early feedback will also be provided via Assessment Task 1.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Report	Individual	10%	800 words	Week 3	Online Assignment Submission with plagiarism check
All	2	Report	Individual	40%	2,500 words	Week 7	Online Assignment Submission with plagiarism check
All	3	Artefact - Creative	Individual	50%	20 minutes	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Social Cause Synopsis

GOAL:	You are to identify and describe a social cause.
PRODUCT:	Report
AUTHORSHIP STATEMENT:	
FORMAT:	Research a current social cause and produce a synopsis that describes the social cause, explains why it is important, who it affects, and what changes in behaviour are needed and why.
CRITERIA:	**No.** / **Learning Outcome assessed** 1 Gather, analyse and interpret credible information relevant to a social cause — 1 2 Effective communication skills — 1
GENERIC SKILLS:	Communication, Problem solving

All - Assessment Task 2: Social Cause Scoping Study

GOAL:	You are to thoroughly interrogate your chosen social cause, formulate a conceptual framework and generate three realistic remedies.
PRODUCT:	Report
AUTHORSHIP STATEMENT:	
FORMAT:	Building upon Task 1, the goal of Task 2 is to conduct a thorough interrogation of your chosen social cause. You are to gather, analyse and evaluate credible information, integrate this information into a conceptual framework from which three remedies that bring about the necessary behaviour change emerge.
CRITERIA:	

No.		Learning Outcome assessed
1	Critically evaluate and synthesise information from credible source documents relevant to a chosen social cause	2
2	Leverage the critique of credible source documents to develop a comprehensive and considered conceptual framework	2
3	Leverage the critique of credible source documents and the conceptual framework to generate realistic remedies that seek to achieve the change in behaviour needed to address the chosen social cause	2
4	Effective communication skills	2

GENERIC SKILLS:	Communication, Problem solving, Organisation, Information literacy

All - Assessment Task 3: Social Cause Intervention Plan

GOAL:	You are to develop a social cause intervention plan that will positively change behaviour for your chosen social cause.
PRODUCT:	Artefact - Creative
AUTHORSHIP STATEMENT:	
FORMAT:	Building on Task 1 and Task 2, the goal of Task 3 is to fully develop an innovative, ethical intervention plan to address your chosen social cause.
CRITERIA:	

No.		Learning Outcome assessed
1	Critically evaluate, synthesise and leverage credible information related to a social cause	2 3
2	Formulate a comprehensive, realistic, creative and innovative social cause intervention plan that will effectively manifest the change in behaviour required to address a social cause	2 3
3	Understand and respond appropriately to the ethical issues and unintended consequences that may occur with a social cause intervention	2 3
4	Effective communication skills	2 3

GENERIC SKILLS:	Communication, Applying technologies

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the online induction training for students, and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment Your eligibility for supplementary assessment in a course is dependent of the following conditions applying: The final mark is in the percentage range 47% to 49.4% The course is graded using the Standard Grading scale You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate: - 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task. - 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task. - A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.5. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The Student Charter sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.6. General Enquiries

In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

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