UniSC

COURSE OUTLINE

MKG300 **Marketing for Social Change**

School: School of Business and Creative Industries

2023 | Semester 2

UniSC Sunshine Coast UniSC Moreton Bay	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.

Please go to usc.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			
Learning materials – Interactive online learning activities.	1.5hrs	Week 1	13 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	2hrs	Week 1	10 times
ONLINE			
Learning materials – Interactive online learning activities.	1.5hrs	Week 1	13 times
Tutorial/Workshop 1 – Online workshops.	2hrs	Week 1	10 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?

> 300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...
1 Collate, analyse and interpret credible information relevant to a social cause.	Creative and critical thinker
2 Leverage credible information so as to generate changes in behaviour that seek to remedy a social cause.	Engaged
3 Appraise ethical issues and unintended consequences that may occur when marketing social causes.	Ethical
4 Critically evaluate and synthesise credible information	Creative and critical thinker
5 Communicate using written and digital modes in a digital business context.	Engaged

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 Marketing Essentials

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

MKG222 Marketing for Social Change

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

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	20%	800 words.	Week 3	Online Assignment Submission with plagiarism check
All	2	Report	Individual	40%	2,000 words	Week 7	Online Assignment Submission with plagiarism check
All	3	Artefact - Creative, and Oral	Individual	40%	15 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 you will investigate and address through the remainder of the semester.
PRODUCT:	Report
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	Collation, analysis and interpretation credible information relevant to a social cause	1
	2	Effective communication skills	5

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
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. This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Competency will be assessed: PC1.1: Written Communication

CRITERIA:	No.		Learning Outcome assessed
	1	Critical evaluatation and synthesis of information from credible source documents relevant to a chosen social cause	4
	2	Critique of credible source documents and development of a comprehensive and considered conceptual framework	2
	3	Use of the conceptual framework to generation realistic remedies that seek to achieve the change in behaviour needed to address the chosen social cause.	2
	4	Effective communication skills.	5

All - Assessment Task 3: Social Cause Intervention Pitch

GOAL:	You are to develop a social cause intervention plan that will positively change behaviour for your chosen social cause.
PRODUCT:	Artefact - Creative, and Oral
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	Evaluation and synthesis of credible information related to a social cause.	② ③
	2	Formulation of 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	Appraisal of ethical issues and unintended consequences that may occur with a social cause intervention.	③
	4	Effective communication skills.	② ⑤

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. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: 07 5430 1168 or using the SafeZone app. For general enquires contact the SafeUniSC team by phone 07 5456 3864 or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call 07 5430 1226 or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the Learning Advisers web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to Student Hub, email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, AccessAbility Services can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to Student Hub, email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. 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

10.9. 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.

10.10. General Enquiries