



EVROPSKÁ UNIE
Evropské strukturální a investiční fondy
Operační program Výzkum, vývoj a vzdělávání



MINISTERSTVO ŠKOLSTVÍ,
MLÁDEŽE A TĚLOVÝCHOVY

Social marketing

Course description:

This course is an introduction to social marketing, which uses the concepts, practices and techniques known from commercial marketing to change people's behavior in a way that benefits the individuals and the society as a whole.

Students are expected to learn and demonstrate:

- Explain what is social marketing and what are its basic tenets.
- Understand and apply the various steps needed for designing and implementing a social marketing program to affect a particular behavior.
- Use of consumer behavior and behavior change theories in the design of a social marketing program.
- Measure the effectiveness and impact of the social marketing program.
- Present a social marketing plan to a potential funder.

Course evaluation:

- Team project – scoping report and final social marketing plan 50%
- In-class participation (especially presentations of ongoing work during the semester) 30%
- Oral exam 20%

Required readings:

- French, Jeff, and Ross Gordon. *Strategic social marketing*. Sage, 2015. – selected chapters
- Kotler and Lee. *Social marketing: Changing behaviors for good*. Sage, 2016. – selected chapters
- Throughout the course, students will be assigned additional cases and other readings.

In-class activities:

The students are expected to come to class prepared as they would to a professional meeting. They are expected to have read the recommended literature and have prepared examples from their own personal experience or from media. In class they are expected to discuss the treated topics and when called upon during discussion they are expected to have prepared for class.



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During seminars we will discuss the progress of their team projects, which will be presented by the teams and discussed in class, so that the teams can obtain valuable feedback, which is to be incorporated into their work.

Team project:

The students will be asked to form teams. The number of people in each team and the number of teams will be decided based on the number of students enrolled in the course. Ideally each team should include at least one local (Czech) student, in order to facilitate understanding of the context. Each team will be expected to deal with a behavioral issue as a team of social marketers would. The project works will more or less shadow the topics covered in class. Students will be required to present the ongoing progress of their work in seminars, which will allow them to receive continuous feedback on their work from the lecturer, as well as fellow students.

Detailed course contents:

Week 1:

Lecture: Introduction

What is social marketing, why is it important, key principles and differences from commercial marketing, ethics (chapter 1, 2, 3 – part, Chapter 1 of Casebook)

- Criticism
- Ethics

Seminar:

- Case study
- Make some research and come up with problems that can be solved with social marketing. How have they been addressed in the past in the Czech republic and abroad? What is the difference? Can you find an example of a good social marketing intervention?
- Team creation and topic selection

Week 2:

Lecture: Social marketing planning process (chapter 12, Chapter 2 of Casebook, Kotler and Lee, p. 50):

- What are the social intervention planning principles that increase the likelihood of success
- Social marketing planning models: the total process planning model (TPPM), CDCynergy social marketing planning tool, Kotler and Lee's model, and others



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- the NSMC planning guide:
 - Stage 1: Getting started
 - Stage 2: Scoping
 - Stage 3: Developing
 - Stage 4: Implementing
 - Stage 5: Evaluating
 - Stage 6: Follow-up

Seminar:

The students should make some research and come up with a problem that can be solved with social marketing. They should be able to answer the following questions about them: How have they been addressed in the past in the Czech republic and abroad? What is the difference? Can you find an example of a good social marketing intervention?

They will be asked to apply the value/exchange matrix to the intervention that have been or are in place to tackle the issues.

The topics for team projects will be introduced and students will be asked to form teams. The names of team participants should be given to me by week 2. Beginning with week 3 the students are expected to be working in teams on their assigned projects.

Brief presentation of project topics, voting. Project team setup.

Week 3:

Lecture: Scoping 1 - Getting to know the issue and the audience: situation analysis (Chapter 11 second part, Chapter 4 Casebook – read the case)

- SWOT analysis
- PESTLE analysis
- Competition analysis: who and what is the competition

Generating options

Seminar:

Teams and their members should be announced.

Students are expected to have already started working on the project and come prepared to the seminar.

Starting to plan the intervention: What is the rationale and goal of the program? Use STELa planning guide step 1 and/or Kotler and Lee, p. 504 and 506, Appendix A



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Week 4:

Lecture: Scoping 2 - target audience profile and segmentation, creating consumer insight - Use of research methods in social marketing (Chapter 10, Chapter 5 Casebook, Kotler and Lee Chapter 5)

Seminar:

Plan a timeline for the project. The timeline should cover the semester and respect the “pitch date”, when the teams will present their project and “pitch” for funding. The timeline should also include the tasks for each member of the team based on the resource assessment. Its deadlines can correspond to the course timeline, which can be used as a guide.

- Identify available sources of information on the topic, arrange under headings (e.g. demographics, geographic areas, role of influences such as family, etc.)
- Review existing knowledge and current practice
- What organizations are involved, what can you learn from them, can they be contacted to provide information?
- Who/what is the competition?

Week 5:

Lecture: Scoping 3 - Creating consumer insight (continued): Use of research methods in social marketing (Chapter 10)

- Research approach
- Qualitative research methods
- Quantitative research methods
- Use of research in social marketing – problem definition and scoping, formative research and pre-testing, implementation research, evaluation research

Seminar:

Continuing from previous week:

- Conduct and present a SWOT and PESTLE analysis for your case
 - start with brainstorming about what could be the influential environmental factors present and future
 - classify as opportunities or threats
 - consider their impact and implications
 - determine information needs
 - conduct analysis of internal factors – what are the relevant resources, assess what is strength and weakness (follow-up on the analysis of resources)

Week 6:

Lecture: Scoping 4 – target audience profile

- qualitative research methods (continued)



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Seminar:

PRESENTATIONS OF WORK-IN-PROGRESS

- Present the purpose and focus of the program, and a SWOT and PESTLE analysis for your case
 - start with brainstorming about what could be the influential environmental factors present and future
 - classify as opportunities or threats
 - consider their impact and implications
 - determine information needs
 - conduct analysis of internal factors – what are the relevant resources, assess what is strength and weakness (follow-up on the analysis of resources)
- Based on the gathered information and on in-team discussion: what is the target segment and what do you know about it?
- What information is missing? What data do you have to collect yourself?

Week 7:

Lecture: Setting SMART objectives

Key behavior change theories and types of interventions

Intervention proposition

- Value/cost exchange matrix

Seminar:

Based on the previous analysis, design research that will fill the identified informational gaps:

- what specific information about the target audience is needed?
- What approach is best to gather this information?
- What specific method will be used to collect the data?
- How many and who will the respondents be?
- How specifically will the research be carried out?

Week 8:

Lecture: Intervention proposition

Product and positioning

- What is an intervention proposition and how to arrive at it?
- What is product in social marketing and how positioning can help to advance the social program

Seminar:

Workshop: How have you designed the research?

What do we do with the data we collected?



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Set initial SMART objectives based on the previous analysis. Make sure they are grounded in data and that they are specific, measurable, achievable, relevant and time bound!

Week 9:

Lecture: The social marketing mix

- 4Ps and its limitations
- Alternatives to 4Ps in social marketing
 - Gordon's (2012) social marketing mix
 - French's (2011) social marketing intervention matrix
 - Strategic social marketing mix

Seminar:

Scoping report due!!!

Based on all the information you now have (and ideally some primary data you have collected), make a value/cost exchange matrix, which will be a starting point for the intervention proposition.

Based on your SMART objectives and on the background information, create an initial draft of social marketing intervention matrix and a 4Ps marketing mix. Reflect on the advantages and disadvantages of both and then pick one based on the evaluation.

Week 10:

Lecture: Promotion

- In what ways can a social marketing program be promoted? J
- What is the role of fear campaign? When do they work and when not?

Seminar:

Guest speaker on social impact projects' funding possibilities

Week 11:

Lecture: Key behavior change theories

behavioral economics, nudging, comprehensive behavioral strategies, systems thinking (each student/group to present one theory during the seminar)

Seminar:

Continuing the presentations of key behavior change theories
DESIGN THINKING EXERCISE (WALLET OR GIFT-GIVING)

Week 12:

Lecture: Monitoring and evaluation

- The importance of monitoring and evaluation for stakeholders



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- How to create a monitoring plan
- How to create processual and impact evaluation plan

Seminar: Preparing a monitoring and evaluation plan, catch up time

Week 13: Social marketing plan presentations