

Social marketing (F710371)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Course size (nominal values; actual values may depend on programme)
Credits 3.0 Study time 90 h Contact hrs 30.0 h

Course offerings and teaching methods in academic year 2020-2021

| | | | | |
|----------------|-------|------|----------------|--------|
| A (semester 1) | Dutch | Gent | online lecture | 0.0 h |
| | | | PDE tutorial | 15.0 h |
| | | | lecture | 10.0 h |
| | | | microteaching | 5.0 h |

Lecturers in academic year 2020-2021

Lagasse, Leen EB23 lecturer-in-charge

Offered in the following programmes in 2020-2021

| | | |
|--|-------|----------|
| Bachelor of Science in Business Administration | crdts | offering |
| | 3 | A |

Teaching languages

Dutch

Keywords

Social marketing.

Position of the course

The transition to a sustainable economy and society in the broad sense (environment, health, justice) is considered as necessary and urgent by an increasing number of actors and requires habit changes in behavior of large groups of people. More and more marketers are asked to develop programs for governments and organizations who aim individual and/or collective well-being. This course aims to provide the student conceptual frameworks, models and tools marketers can use to build campaigns to the general public or specific target audiences to reach new sustainable custom behaviors.

The student understands the similarities but also the differences in vision and preconditions between social and commercial marketing and what the consequences are for a social marketing strategy and - plan.

Contents

- First acquaintance with the domain
- The core principles of social marketing
- The work of the social marketer
- Social marketing: a valid alternative?
- Ethics.
- The social marketing planning process
- The environmental analysis.
- Analysis of the population.
- Segmentation.
- The product design.
- The price of a social product.
- The place.
- Communication
- Measurement
- Case studies

Initial competences

A basic knowledge of marketing management is recommended.

Final competences

- 1 Knowledge of the vision, concepts and tools of the social marketer.
- 2 Writing a social marketing plan for a concrete behavioral change.
- 3 Critical reflection on the desirability and possibilities of a social change campaign.
- 4 Able to interpret the different theories.
- 5 Sustainable attitude.

Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Lecture, microteaching, PDE tutorial, online lecture

Learning materials and price

Leen Lagasse, 2004, Sociale marketing. Instrument voor duurzame gedragsveranderingen bij grote groepen, De Boeck, Antwerpen (32,50€)

Portfolio academic literature

References

Course content-related study coaching

Evaluation methods

end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Written examination with open questions

Examination methods in case of periodic evaluation during the second examination period

Written examination with open questions

Examination methods in case of permanent evaluation

Participation, assignment, peer assessment

Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible

Extra information on the examination methods

- Making, writing and presenting a social marketing strategy and plan: 50%.
- Written exam with open questions: 50%

To pass, a student should pass both the end-of-term and the permanent part of the evaluation.

In case of re-examination, the student only has to retake the part(s) (s)he did not pass.

Individual assignment instead of group assignment.

Calculation of the examination mark

End-of-term evaluation 50%, permanent evaluation 50%.