LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**:**	MKTC10
Subject Title	**:**	Social Marketing Communication
Subject Specification	**:**	For students in Marketing Communication Major

Subject Overview **:** The course provides an overview of social marketing and its evolution as a discipline for addressing social issues. Students will gain a deep understanding of the social marketing process, including the identification of target audiences, the development of behavior change objectives, and the creation of effective communication campaigns. By the end of the course, students will have developed the skills to design, implement, and evaluate social marketing communication campaigns. They will possess a solid understanding of audience segmentation, message development, media selection, and campaign measurement techniques.

Course Objectives **:**

1. Students are able to conduct scientific-based market research and analysis in social marketing communication
2. Students understand the mechanics of digital platforms and technologies required in social marketing communications
3. Students are able to plan, determine strategies and control social marketing communication activities
4. Students are able to present the results of their thinking verbally and in writing
5. Students are able to work individually and in groups in the implementation of social marketing communication activities

Course Method: Interactive Lectures, Problem Based Learning, Cooperative Learning, Discovery Learning, Problem-solving Discussions, Case Based Learning, Case Small/Focus Group Discussions, Class Presentation.

Learning Outcome (Competence) **:**

Knowledge :
Understanding the principles and theories of social marketing, including the 4Ps (Product, Price, Place, Promotion) and how they apply to behaviour change interventions; Knowledge of social marketing research methods, including segmentation, targeting, and positioning strategies; Understanding the ethical considerations and social responsibility inherent in social marketing campaigns.

Skill :
Ability to develop a social marketing plan, including setting objectives, identifying target audiences, designing interventions, and evaluating effectiveness; Proficiency in using social marketing tools and techniques such as audience analysis, message design, and communication channels selection.

Attitude :
A sense of responsibility and accountability for the social impact of marketing activities on individuals and communities.

Course Content :

Week	Topic
1	Understand the Basic Concepts of Social Marketing
2	Target Audience Analysis in Social Marketing
3	Formulation of Behaviour Change Objectives
4	Use of social media in Social Marketing
5	Message Development and Creativity
6	Marketing Communication Integration
7	Ethics in Social Marketing Communication
8	Mid Term Examination
9	Campaign Evaluation and Success Measurement
10	Case Study Analysis and Learning
11	Campaign and Presentation Project (1)
12	Campaign and Presentation Project (2)
13	Campaign and Presentation Project (3)
14	Campaign and Presentation Project (4)
15	REVIEW for Final Examination
16	End of Semester Evaluation: Validate the final assessment and determine student passing of the course.

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0

50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Understand the Basic Concepts of Social Marketing	Introduction to Social Marketing Communication	1. Lecturer's presentation 2. Question and answer Interactive Lectures
2	Target Audience Analysis in Social Marketing	Situation and SWOT analysis of a brand, combined with Community Development, Social Marketing and Creative Content	1. Lecturer's presentation 2. Question and answer Interactive Lectures
3	Formulation of Behaviour Change Objectives	SOSTAC: Situation Analysis, Objective, Strategy, Tactic, Action and Control.	1. Lecturer's presentation 2. Question and answer Interactive Lectures
4	Use of social media in Social Marketing	SOSTAC: Situation Analysis, Objective, Strategy, Tactic, Action and Control.	1. Lecturer's presentation 2. Question and answer Interactive Lectures
5	Message Development and Creativity	SOSTAC: Situation Analysis, Objective, Strategy, Tactic, Action and Control.	1. Lecturer's presentation 2. Question and answer Interactive Lectures
6	Marketing Communication Integration	Integrate messages in social marketing, and apply creativity in	1. Lecturer's presentation 2. Question and

		designing effective promotional materials.	answer Interactive Lectures
7	Ethics in Social Marketing Communication	To apply ethical principles in social marketing communication and realize social responsibility in designing and implementing campaigns.	1. Lecturer's presentation 2. Question and answer Interactive Lectures
8	**Mid Term Examination**	Learning review and Mid-term exam preparation	
9	Campaign Evaluation and Success Measurement	Evaluating and measuring the success of social marketing campaigns, analyze and interpret data to measure campaign impact and success.	1. Lecturer's presentation 2. Question and answer Interactive Lectures
10	Case Study Analysis and Learning	Discussion on how to analyze and evaluate real case studies of social marketing campaigns. Identify successes, weaknesses, and lessons learned from the campaign.	1. Lecturer's presentation 2. Question and answer Interactive Lectures
11	Campaign and Presentation Project (1)	Presentation, Q&A	1. Student's presentation 2. Question and answer
12	Campaign and Presentation Project (2)	Presentation, Q&A	1. Student's presentation 2. Question and answer
13	Campaign and Presentation Project (3)	Presentation, Q&A	1. Student's presentation 2. Question and answer
14	Campaign and Presentation Project (4)	Presentation, Q&A	1. Student's presentation 2. Question and answer
15	REVIEW for Final Examination	Review, briefing, Q&A	Review, briefing, Q&A
16	**FINAL EXAMINATION**	Validate the final assessment and determine student passing of the course.	Validate the final assessment and determine student passing of the course.

Midterm Paper Guideline : Paper & Presentation Examination

Final Paper Guideline : Group Project or Group Presentation & QA Session

References :

1. Kotler, Philip, and Nancy Lee. Social Marketing: Influencing Behaviors for Good. 5th ed., SAGE Publications, 2021.
2. Social Marketing: Improving the Quality of Life" by Michael D. Basil.
3. "Social Marketing and Social Change: Strategies and Tools For Improving Health, Well-Being, and the Environment" by R. Craig Lefebvre.
4. "Social Marketing: From Tunes to Symphonies" by Alan R. Andreasen and Philip Kotler. "Social Marketing: Perspectives and Viewpoints" by Rob Donovan and Nadine Henley.

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