**Course Syllabus**

**Fall 2023**

**Samar M. Baqer, PhD., Fulbright**

**Special Topics in Marketing (491/01A)**

**Social Marketing**

**Lecture Time and Location:**

**MKT/ 491/01A**  : Special Topics in Marketing – Sun, Tue, and Thu 3 PM

Room C2 1003

**Final Exam** : Sat 6-Jan-2024 8 -10 AM

**Contact Information:**

**Location** :First Floor, Department of Management and Marketing,S – 1B 1006

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**Office Hours** : Sun, Tue, and Thu 12 to 1 PM or by appointment

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**Teaching Assistant:**

**Name** : TBA

**Location** : First Floor, Department of Management and Marketing

**Email** : xxxxxx@ku.edu.kw

**Office Hours** : Every day from xxxx to xxxxx

**Tutorial** : None

**Course Description:**

This course will rely on open discussion format in which require students’ active participation. This course is going to integrate knowledge and analytical skills obtained from the other marketing required courses. The focus will be on utilizing all marketing concepts and tools to address social problems and encourage the behavior change required to find the solution for them. The course will discuss the step-by-step social marketing plan that aims at using all techniques and proven marketing theories to address a specific (relevant and current) social issue in the local market.

Additional, yet relative, topics will be discussed during this class:

* Social Responsibility in businesses
* Promoting environmentally and socially conscious business practices
* Social Entrepreneurship vs. social responsibility

**Course Learning Outcomes:**

The learning outcomes for this course, listed below, relate to the learning goals of the College of Business Administration Undergraduate Program, which can be found in the appendix at the end of this syllabus.

Upon successful completion of the course, students will be able to:

1. Understand the difference between commercial marketing and social marketing

2. Identify appropriate applications for Social Marketing.

3. Understand the importance of marketing research in the field of Social Marketing.

4. Understand behavior change theories, frameworks, and models.

5. Develop marketing intervention mix strategies with the ethical considerations

6. Understand the Audience selection process

7. Develop a social marketing plan.

**Required Material:**

**Textbook** :

* Social Marketing, Behavior Change for Good, Nancy Lee and Phillip Kotler, sixth Edition 2019, Sage Publications.
* General Articles, to be distributed in class.

**Course Requirements and Policies:**

* + All the discussions in the class must be in English.
  + Short reports will be submitted every week along with short presentations.
  + Each week, the instructor is going to announce the topic to be discussed in the following week and assign the readings associated with it. Students are required to read about this topic and come prepared for the next class.
  + No student will be allowed to enter the classroom after the instructor arrives.
  + If a student misses 5 hours, he/she will lose 5% of the final grade (warnings will be sent to the student based on Kuwait University’s regulations).
  + Each student is responsible for the missed work. There will be no makeup work accepted.
  + I have the right to accept or reject the reasons for absence.
  + **There will be *NO* extra credits or curve given to an individual student to improve his/her grades. Also, there will be *NO* makeup work (exams, quizzes, assignments, cases) allowed. If any of the previous items was missed, an average will be used based on the student’s grades.**
  + **All mobile phones should be turned off or the student will be asked to leave the classroom.**
  + **Mutual respect** between the instructor and her students is expected in this class. The instructor has the right to ask a student to leave the classroom if the student shows any kind of disrespect.
  + Students must follow all the ethical standards in the classroom.
  + **DON’T CHEAT.** Cheating will not be forgiven. If a student is caught while trying to cheat he/she will lose 10% of the final grade. If the same student is caught cheating again, he/she will fail the class. **JUST DON’T CHEAT.**
  + **DON’T COPY** your colleagues’ work. The instructor will find out and will take points from the final grade.

**Individual Assignments/reports:**

* + There will be in class assignments at the end of every other week. All assignments will be in essay format.
  + Students are expected to read the assigned chapter before coming to class and print the handouts associated with it (all handouts will be provided in Teams).
  + **All students’ work should be typed** (no hand written work will be accepted).

**Group Work:**

* + Students will be asked to form groups of a maximum of 3 students each. Each group has to select a leader who is going to be responsible for organizing the team work. Group leaders have to give me a weekly report (one paragraph) that describes the group work during the week.
  + Each group has to prepare a proposal (one page) that describes the project’s plan.
  + At the end of the semester each group must present their social marketing plan to the class.
  + A complete description of the project and the grading system will be provided to the students in the second week of the course.

**In-Class Tests:**

* + There will be one midterm exam and one final exam in this course. All exams will have the same format which is essay questions.

**Attendance and Participation:**

Every student in this course must abide by the Kuwait University Policy on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on: http://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.pdf

This course has a significant seminar component and class participation is critical to the learning experience. Participation will be assessed in each class period. Your class participation and attendance will both contribute to your score of in-class performance.

**Cheating and Plagiarism:**

Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2). A copy of the student guide can be accessed online on:

http://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.pdf

Please carefully note all sources and assistance when you turn in your work. Under no circumstances should you take credit for work that is not yours. You should neither receive nor give any unauthorized assistance on any deliverable. If you have any questions about what constitutes “unauthorized assistance” please email me before the deliverable is submitted.

**Writing Style:** Students must refer to APA writing style for their assignments and report writing. Refer to the English Language Center for help.

**Grading:**

The scores in this course will be the weighted average of the following items:

|  |  |
| --- | --- |
| **Weight** | **Description** |
| 15% | Attendance and Participation |
| 10% | In class Assignments |
| 10% | Midterm |
| 5% | Final Presentation |
| 20% | Project |
| 40% | Final exam |
| 100% | TOTAL |

**Grade Distribution:**

|  |  |
| --- | --- |
| **Grade** | **Range** |
| A | ≥ 95 |
| A- | ≥ 90 and < 95 |
| B+ | ≥ 87 and < 90 |
| B | ≥ 83 and < 87 |
| B- | ≥ 80 and < 83 |
| C+ | ≥ 77 and < 80 |
| C | ≥ 73 and < 77 |
| C- | ≥ 70 and < 73 |
| D+ | ≥ 65 and < 70 |
| D | ≥ 60 and < 65 |
| F | < 60 |

**Course Outline:**

|  |  |  |
| --- | --- | --- |
| **WEEK** | **SUBJECT** | **DELIVERABLES** |
| **W1: Sept 17.2023** | * + Introduction to the course and the requirements   + Defining And Distinguishing Social Marketing |  |
| **W2: Sept 24, 2023** | * + 10 Steps in the Strategic Marketing Planning Process   + Long weekend ☺ |  |
| **W3: Oct 1, 2023** | * + Determining Research Needs and Options   + Tapping Behavior Change Theories, Models, And Frameworks |  |
| **W4: Oct 8, 2023** | * + Tapping Behavior Change Theories, Models, And Frameworks   + Choosing A Social Issue, Purpose and Focus For Your Plan And Conducting A Situation Analysis | Project proposal |
| **W5: Oct 15, 2023** | * + Segmenting, Evaluating, And Selecting Target Audiences   + Setting Behavior Objectives and Target Goals |  |
| **W6: Oct 22, 2023** | * + Setting Behavior Objectives and Target Goals   + Audience insights |  |
| **W7: Oct 29, 2023** | * + Revision   + Exam |  |
| **W8: Nov 5, 2023** | * + Crafting a Desired Positioning   + Product: Creating a Product Platform |  |
| **W9: Nov 12, 2023** | * + Product: Creating a Product Platform   + Price: Determining Monetary & Nonmonetary Incentives and Disincentives |  |
| **W10: Nov 19, 2023** | * + Price: Determining Monetary & Nonmonetary Incentives and Disincentives   + Place: Making Access Convenient and Pleasant | Progress report |
| **W11: Nov 26, 2023** | * + Promotion: Deciding on Messages, Messengers, and Creative Strategies   + Promotion: Selecting Communication Channels |  |
| **W12: Dec 3, 2023** | * + Developing a Plan for Monitoring & Evaluation |  |
| **W13: Dec 10, 2023** | * + Establishing Budgets and Finding Funding   + Guest speaker |  |
| **W14: Dec 17, 2023** | * + Creating an Implementation Plan and Sustaining Behavior   + **Revision** |  |
| **W15: Dec 24, 2023** | **Presentations** | Final project (Hard Copy Document) |
| **Sat: Jan 6, 2024** | Final Exam, and HAPPY NEW YEAR ☺ | Enjoy the Break |

**Important Dates**

|  |  |
| --- | --- |
| **Date** | **Event** |
| Thursday Sept. 28, 2023 | OFF – Prophet Bday |
| Saturday Oct 28, 2023 | Last day to withdraw |
| Monday Dec 25, 2023 | Last day of classes |
| Saturday Jan 6, 2024 | Final Exam at 8 AM |

**Vision**

To be recognized for developing innovative business professionals

**Mission**

We exist to provide an exceptional learning experience ---through excellent education, quality research, and close engagement with the community--- that transforms our students into innovative business professionals who will contribute to the development of Kuwait.

**Undergraduate Program Learning Goals Related to this course:**

**LG1. Decision Making Skills:** A CBA graduate shall be able to recognize the extent of the implications of business decisions, evaluate different proposals based on available facts, and make a well-supported business decision.

**Student Learning Objectives:**

2.1. Recognize the implications of a proposed business decision from a variety of diverse, internal and external, stakeholder perspectives.

2.2. Evaluate the integrity of the supporting evidence and data for a given decision based on business principles.

2.3. Analyze a given business decision using integrative techniques, structures, and frameworks.

**LG2. IT and Computer Skills:** A CBA graduate shall demonstrate capabilities in using general-purpose computer applications

**Student Learning Objectives:**

* 1. Use a word-processing application to type and format a business document.

**LG3. Communication Skills:** A CBA graduate shall be able to communicate effectively in a wide variety of business settings.

**Student Learning Objectives:**

* 1. Write clear, concise, and audience-centered business documents.

1. **Analytical Skills:** A CBA graduate shall be able to apply quantitative and qualitative methods to solve business problems.

**Student Learning Objectives:**

* 1. Use appropriate tools to solve a given business problem.
  2. Analyze business problems using suitable business theories and techniques.