



Course Syllabus: Special Topics in Marketing: Social Marketing

Dillard College of Business
MKTG 4663 Section x01
Fall 2021 | August 23 – December 11

Contact Information

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Course Description

The primary objective of this course is to expose students to the application of traditional marketing principles and techniques to the challenges and rewards of influencing positive public behavior, the discipline known as social marketing.

Social marketing offers a revolutionary approach to solving a range of social problems in the areas of health, safety, environmental protection, financial well-being, and community involvement.

Prerequisites: Junior standing or above or consent of the chair, and MKTG 3723

Textbook & Instructional Materials

- Lee, Nancy R., and Kotler, Phillip (2019), *Social Marketing: Behavior Change for Social Good, 6th edition*, Sage Publications, Inc.
 - ISBN (paperback): 9781544351490
 - ISBN (e-book): 9781544351520
- Other materials provided to you by instructor

Student Handbook

Refer to: [Student Handbook-2020-21](#)

Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.
[Office of Student Conduct](#)

Grading

Table 1: Assignments and percentage of final grade

Assignments	Percentage of Final Grade
Chapter Quizzes	20%
Discussion Participation	40%
Guest Speaker Summary	5%
Nonprofit Marketing Essentials Certificate	5%
Total	100%

Table 2: Total percentages for final grade.

Grade	Percentage
A	89.45% and above
B	79.45% - 89.44%
C	69.45% - 89.44%
D	59.45% - 69.44%
F	Less than 59.45%

Quizzes

You will take thirteen (13) online quizzes in this course, which are designed to assess your understanding of the content presented in the textbook chapters. These quizzes will be taken online in the Course's D2L space. They are open-book, open-notes, and open-internet. However, the answers you submit should reflect your own knowledge, understanding, and ability to find sources. (Read: DO NOT WORK TOGETHER ON THE QUIZZES). Quizzes are due on the dates outlined in the Course Calendar.

Please note that, though there are no quizzes for the Unit 4 chapters (15, 16, and 17), their content should be addressed in your Final Exam.

Discussion Participation

The class will be divided into groups, and group members will be required to engage in three (3) discussions. Each discussion topic will relate to its associated unit, including the information from the chapter slides, textbook, required additional readings, and group members' personal experience. Discussion Forums open on the first day of the associated Unit and close on the dates/times outlined in the Course Calendar.

Discussions are worth 40% of your final grade (read: They count the most of any assignment category); therefore, be mindful to give these assignments the consideration and attention they require to accumulate the maximum amount of points. Furthermore, group members' contributions to the discussions will directly affect their ability to complete the Final Exam.

Guest Speaker Summary

A guest speaker from The Cause Agency, a nonprofit marketing firm in Fort Worth, will speak to the class via Zoom (I will work with you and her to determine the best date/time for this presentation). Because our class meets asynchronously (no scheduled meeting days/times), attendance is not mandatory; however, those who can/do attend and participate (i.e., ask relevant questions) will receive 10 extra credit points. The guest speaker's presentation will be recorded, and all students are required to write a summary (a rubric will be provided) of the talk. The due date for this assignment is TBD, and will be announced once the presentation date/time is finalized.

Nonprofit Marketing Essentials Certificate

Students are expected to come to class, to be on time and prepared, and to contribute to the class discussion. I will take attendance daily and will monitor students' class participation, awarding points accordingly.

Final Exam

Each student will submit a Final Summary document demonstrating their understanding of social marketing, including information provided by the course slides, textbook, additional readings, and discussions. Students will be able to access the Final Exam two weeks before it is due, and a grading rubric will be provided to assist in the construction of the summary. The Final Exam is due on the date outlined in the Course Calendar.

Extra Credit

Students who complete the Syllabus Agreement, Dillard Social Resources, and Discussion Introductions on D2L by 11:59 p.m. on Sunday, Aug. 29, will receive up to 5 points of extra credit for each. Please note that I view this agreement as a contract, so its completion should not be taken lightly.

Real-World Social Marketing: Students may submit links to news stories and/or podcast episodes that are recent (i.e., posted on or after Jan. 1, 2021) and relevant to social marketing for up to 5 points of extra credit for each submission. Students must also include a brief explanation of the content of the article/episode and why it is relevant to our discussion of social marketing. Submissions will be accepted throughout the semester until the deadline outlined on the Course Calendar.

Online Writing, Social Marketing, and Professional Development Courses: Links to online writing, marketing, and professional development courses have been posted in the Extra Credit section of D2L and are provided below. Students have the option to upload a screenshot indicating their successful completion of these courses to the associated dropbox on D2L for 5 or 10 points (depending on the amount of time required for completion; points are specified in D2L) of extra credit each. These courses may be completed throughout the semester until the deadline outlined in the Course Calendar.

- [Tips for Better Business Writing](#)
- [Grammar Foundations](#)
- [Improve your Academic Writing](#)
- [Nonprofit Branding](#)
- [Writing a Marketing Plan](#)
- [Writing Marketing Copy](#)

- Writing a Cover Letter
- Resume Writing
- Strengthen Your LinkedIn Network and Brand

If additional opportunities for extra credit in the course emerge, you will be informed in advance by the instructor.

Late Work

No late submission will be accepted/graded. Students who experience an emergency should contact the instructor for late submission permission. Valid documentation is required.

Make Up Work/Tests

All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor immediately. Valid documentation is needed for the acceptance of late assignments. The student will receive a score of zero (0) for all late assignments, exams, and projects.

Note: The due dates and times for activities are posted in Central Time.

Important Dates

- Change of Schedule and Late Registration: Aug. 23 - 26
- Labor Day - No classes: Sept. 6
- Deadline for December graduates to apply for graduation: Sept. 27
- Deadline for May graduates to apply for graduation: Oct. 4
- Spring 2022 Schedule of Classes available online: mid-Oct.
- Last day to withdraw from the class and receive a "W": Oct. 25 @ 4pm (*drops made after 4pm on this date will receive an "F"*)
- Thanksgiving holidays begin: Nov. 23 @ 10pm
- Classes resume: Nov. 29
- Last day of classes: Dec. 3
- Final exams begin: Dec. 4
- Commencement: Dec. 11

Refer to: Drops, Withdrawals & Void

Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into D2L through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

Online Computer Requirements

Minimum Technology Requirements:

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To be successful in this online course, students will need at least:

- Reliable computing device (a laptop or desktop is preferred, but success is possible with a tablet or, perhaps, a smart phone)
- Reliable internet access
- Microsoft Office Suite or Google Docs
- MSU Desire 2 Learn
- *Social Marketing* textbook

Computer Skills & Digital Literacy:

To be successful in this online course, students must be able to at least:

- Use D2L
- Use email with attachments
- Access presentations on Google Slides
- Create documents in Microsoft Word or Google Docs
- Create presentations in Microsoft Powerpoint or Google Slides

Technical Assistance:

Students in need of technical assistance should contact [MSU's Help Desk](#)

Study Hours and Tutoring Assistance

ASC offers a schedule of selected subjects tutoring assistance. Please contact the ASC, (940) 397-4684, or visit the [Link to ASC homepage](#) for more information.

Instructor Class Policies

In-class announcements and D2L, including News items and emails, is the primary tool that I will use to communicate directly with you during this semester. Therefore, please make sure that you have set up your D2L account to [forward emails and notifications to your preferred email address](#).

Students should communicate with me either through the D2L email platform or by emailing me directly (preferred). I will always try to respond to your emails as quickly as possible, usually within a few hours during normal working hours (M-R 9am-5pm). However, please allow 1 business day for a response. If you do not hear back from me within 1 business day, please send me a polite reminder email -- I am not ignoring you; I've likely just gotten busy or did not realize that I had the email. Note: If you email me Friday-Sunday, it might be Monday before I respond.

Students will be able to see their grades for and review their responses to Unit Exams immediately upon their completion. I will post Deliverables' grades within one week of their uploads. Extra credit points will be posted throughout the semester and fully tabulated before Finals Week, but will not take priority in grading.

Any questions or issues about grading discrepancies should be brought to my attention immediately and will be addressed immediately thereafter.

Rules of Engagement

Because a positive learning environment facilitates learning outcomes, each student is expected to exhibit courteous and positive learning behaviors. There is no tolerance for disruptive behaviors. To that end, the following guidelines for interactions between students and between students and the instructor must be followed. Failure to abide by the rules of engagement will result first in a reminder and could ultimately result in removal from the class.

- Email communications should be professional and well-written. Emails to the instructor that are unprofessional (e.g., those addressing me incorrectly or written using “text talk”) will not receive a response.
- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Make every attempt possible to use the correct name and pronouns when referring to the instructor or students.
- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual’s experiences.
- Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think before you type.

Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exists in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Services for Students with Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Clark Student Center, Room 168, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

College Policies

Campus Carry Rules/Policies

Refer to: [Campus Carry Rules and Policies](#)

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

Grade Appeal Process

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University [Undergraduate Catalog](#)

Notice

Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

Course Schedule: (Subject to change. If changes are made, students will be informed via a News posting and email in D2L)

WEEK	DATES	TOPICS	NOTES
1	August 23 – 29	<p>Course Orientation</p> <p>UNIT 1: Understanding Social Marketing</p> <p>Chapter 1: Defining and Distinguishing Social Marketing</p>	<p>Discussion 1 Opens @ 12am, Monday, Aug. 23</p> <p>Unit 1 Required Additional Readings (posted to D2L): Kotler and Zaltman (1971), Andreasen (1994), Dann (2010)</p> <p>Complete Syllabus Agreement, Dillard Social Resources, and Discussion Introductions (up to 5 points extra credit each) by 11:59 pm Sunday, Aug. 29</p>
2	August 30 – September 5	Chapter 4: Behavior Change Theories, Models, and Frameworks	<i>MSU Part-Time Job Fair: Sept. 2, 11:30am - 1 pm, Comanche Suites, Clark Student Center</i>
3	September 6 – 12	<p>No class Monday: Happy Labor Day</p> <p>Chapter 2: 10-Step Strategic Planning Model</p>	<p>Discussion 1 Closes @ 11:59 pm, Friday, Sept. 10</p> <p>Unit 1 Quizzes (Chs 1, 4, 2) due Sunday, Sept. 12, @ 11:59 pm.</p>
4	September 13 – 19	<p>UNIT 2: Determining Plan Purpose, Focus, Audience, Behaviors, Insights</p> <p>Chapter 5: Steps 1 and 2 -- Social Issue, Purpose, Focus, Situation Analysis</p>	<p>Discussion 2 Opens @ 12:01am, Monday, Sept. 13</p> <p>Unit 2 Required Additional Readings (posted to D2L): Jones et al. (1996), Gijzenberg and Verhoef (2019), Ozanne et al. (2021)</p> <hr/> <p><i>MSU Academic Workshop - Handling Test Anxiety: Sept. 13, 3:30-5pm, Legacy Multipurpose Room</i></p> <p><i>MSU Academic Workshop - Building Academic Skills: Sept. 14, 3:30-5pm, Legacy Multipurpose Room</i></p> <p><i>MSU Academic Workshop - Improving Time Management Skills: Sept. 15, 3:30-5pm, Legacy Multipurpose Room</i></p> <p><i>MSU Academic Workshop - Exploring Career Interests: Sept. 13, 3:30-5pm, Legacy Multipurpose Room</i></p>

Course Schedule

WEEK	DATES	TOPICS	NOTES
5	September 20 - 26	Chapter 6: Step 3 -- Selecting Priority Audiences	
6	September 27 - October 3	Chapter 7: Step 4 -- Behavior Objectives and Target Goals	
7	October 4 - 10	Chapter 8: Step 5 -- Audience Insights	<p><i>MSU Careers in Technology Job Fair: Oct. 6, 2-4 pm, online via Handshake</i></p> <hr/> <p>Discussion 2 Closes @ 11:59 pm, Friday, Oct. 8</p> <p>Unit 2 Quizzes (Chs 5, 6, 7, 8) due Sunday, Oct. 10, @ 11:59 pm.</p>
8	October 11 - 17	UNIT 3: Developing Social Marketing Campaigns Chapter 9: Step 6 -- Crafting a Desired Positioning	<p>Discussion 3 Opens @ 12am, Monday, Oct. 11</p> <p>Unit 3 Required Additional Readings (posted to D2L): Barrios et al. (2016), Kwitonda (2020), Sârghie (2021)</p>
9	October 18 - 24	Chapter 10: Step 7 -- Product	<i>MSU Careers in Business Job Fair: Oct. 20, 9am-noon, Dillard 189</i>
10	Oct 25 - 31	Chapter 11: Step 7 -- Price	
11	Nov 1 - 7	Chapter 12: Step 7 -- Place	
12	Nov 8 - 14	Chapter 13: Step 7 -- Promotion Chapter 14: Step 7 -- Promotion	<p>Discussion 3 Closes @ 11:59 pm, Friday, Nov. 19</p> <p>Final Exam Available @ 12:01 am, Friday, Nov. 19</p> <p>Unit 3 Quizzes (Chs 9, 10, 11, 12, 13, 14) due Sunday, Nov. 21, @ 11:59 pm.</p>

Course Schedule

WEEK	DATES	TOPICS	NOTES
13	Nov 15 - 21	UNIT 4: Managing Social Marketing Programs Chapter 15: Step 8 -- Monitoring and Evaluation Chapter 16: Step 9 -- Budgeting and Funding Plans	Unit 4 Required Additional Readings (posted to D2L): Kopalle and Lehmann (2021), Kemper and Kennedy (2021), Akbar et al. (2021)
14	Nov 22 - 28	No class: Happy Thanksgiving!	
15	Nov 29 - Dec 5	Chapter 17: Step 10 -- Implementation and Sustaining Behaviors	Remaining <u>extra credit opportunities</u> and Nonprofit Marketing Essentials Certificate due Sunday, Dec. 5, @ 11:59 pm. <hr/> <i>MSU Final Exam Academic Workshop - Managing Anxiety over Finals: Nov. 29, 3:30-5pm, Legacy Multipurpose Room</i> <i>MSU Final Exam Academic Workshop - Building Academic Skills to Succeed on Final Exams: Nov. 30, 3:30-5pm, Legacy Multipurpose Room</i> <i>MSU Final Exam Academic Workshop - Creating a Time Management Plan for Final Exams: Dec. 1, 3:30-5pm, Legacy Multipurpose Room</i> <i>MSU Final Exam Academic Workshop - Integrating Course Experiences into Your Career Plan: Dec. 2, 3:30-5pm, Legacy Multipurpose Room</i>
16	Dec 6 - 11	FINALS WEEK	Final Exam due Wednesday, Dec. 8, @ 11:59pm.