
| 2020-2021

**Social Marketing and Societal Issues
26822**

MODULE HANDBOOK

GENERAL INFORMATION

Module Aim

This module examines how social marketing techniques can inform public policy and community efforts to facilitate positive social changes. Indicative topics include planning and designing social marketing interventions, understanding consumer theory in relation to social marketing campaigns, message strategies and content.

This module also examines the societal impact of contemporary marketing practices. It focuses on how the dissemination of marketing knowledge and marketization can influence society through the decisions made by public policy makers, corporations, and non-profit marketers. This module helps students to broaden their horizons by focusing on issues of justice, equality, sustainability, and freedom from a wider societal perspective. In this module, students will also develop an understanding of marketers' responsibilities and impact on society by exploring a range of current issues and criticisms facing marketing. In doing so, students will understand the wider social, cultural, and political context of marketing.

Learning Outcomes

This module develops an understanding of the particular challenges, opportunities and strategies which are encountered by different types of organisations undertaking social marketing.

On successful completion of the module you should be able to:

- Demonstrate a critical knowledge and understanding of the core principles of social marketing
- Establish understanding of, and ability to evaluate consumer behaviour theories relevant to social marketing activity
- Evaluate different message strategies for social marketing campaigns
- Analyse ethical issues in the context of social marketing campaigns
- Overall, critically evaluate social marketing
- Explore contemporary debates on problems with markets and marketing.
- To help students to think about alternatives to markets and marketing.

Personal Skills In addition to the above learning outcomes, on successful completion of the module you should have developed personal skills:

- Time management, self-directed learning and the ability to work independently
- Ability to acquire, evaluate, organize, analyse and present information
- Address how to critically evaluate research and methodologies and either compare or synthesize this research in written format

Teaching and learning approach

Teaching includes lectures, with interactive discussion where appropriate. Lectures are supported by class exercises and examples to enhance the scope of learning, quality of discussion, support individual project, and encourage deeper learning. The slides to accompany the lectures are available on Canvas. The module is based on the principle of student-centred learning. It requires students to contribute to the content of the module (via exercises), complete the prescribed reading, and participate in class (e.g., ask questions, provide criticism and/or

personal views). Mini consultation session will also be run at the end of classes on specific sessions.

READING

Core textbooks:

Hastings, Gerald and Christine Domegan (2018). *Social marketing: Rebels with a Cause* (3rd ed.). London: Routledge.

[Please note that the textbook is an ebook available from the library. You would need to sign in (log in) using your student username and password to gain access to it.]

Academic Journals

Additional reading for the module will necessitate that students conduct their own library searches using the on-line library resources - to access research papers from a range of academic journals.

3. Reading List

- Peattie, S., & Peattie, K. (2003). Ready to fly solo? Reducing social marketing's dependence on commercial marketing theory. *Marketing theory*, 3(3), 365-385.
- Andreasen A. R. (2003). The Life Trajectory of Social Marketing. Some implications. *Marketing Theory*, 3 (3), 293-303.
- Sandel, M. J. (2000). What money can't buy: the moral limits of markets. *Tanner Lectures on Human Values*, 21, 87-122.
- Varman R and Al-Amoudi I (2016) Accumulation through Derealization: How Corporate Violence Remains Unchecked. *Human Relations* 69(10): 1909-1935.
- Bales, K. (1999). New Slavery: The Transformation of an Ancient Curse. *Global Dialogue*, 1(1), 102.
- Patterson, O. (2012). Trafficking, Gender and Slavery—Past and Present. *The legal understanding of slavery: From the historical to the contemporary*, 322-359.
- Chatterjee, Suparna. "Articulating globalization: Exploring the bottom of the pyramid (BOP) terrain." *Organization Studies* 37, no. 5 (2016): 635-653.
- Hooks, Bell (2017). Understanding Patriarchy by Bell Hooks. *POC Online Classroom*.

Additional Readings:

Journals

In addition, you should develop your knowledge and understanding of cross-cultural communication by regularly reading the following publications: Marketing Theory, Journal of Business Ethics, Journal of Marketing Management, Consumption, Markets & Culture etc.

ASSESSMENTS AND DEADLINES

This module consists of one component of assessment

- Individual assignment – 2500 words (100%);

Using theory, critically reflect on the roles of corporations and consumers in modern slavery. Discuss its key features and how you can create a social marketing campaign to make consumers in Singapore aware of the problem.

Format:

- cover sheet as per office requirements
- your review: formatted in arial, size 12, 1.5 line spaced
- references Harvard style

Assessment criteria for the assignment:

- Critical **insight** into the role of corporations and consumers in **modern slavery**. Use theory (with correct referencing) to explain modern slavery. (*Critical in the sense of a deep reflective interrogation into your own learning.*)
- Relevant suggestions for a social marketing campaign with attention to the message content and how you will ensure that it reaches consumers.
- **Presentation** – Clear, well articulated

Points to consider:

- It is very important that your analysis is **underpinned by appropriate theories**. Many aspects of modern slavery have been written about in reports, books, and journal articles.
- The essay should be presented in **a traditional written rational academic style**. It should also not be merely a simple critical summary of the content covered on the module. Its purpose is to identify **your analysis of the role of corporations and consumers in modern slavery**, and *how you can create a social marketing campaign against it*.

Deadline: 25th November, 2020

Individual assignment must be submitted (uploaded onto Canvas).

Generic performance descriptors (written assignment):

80% or more	Outstanding achievement with regards critical thinking, analysis, interpretation, synthesis, evaluation and presentation. Likely to discuss issues rarely identified by most students and may exhibit a novelty of approach distinguishing it from work within the 70-79% range. Fully completes tasks set in assignment brief, convincing and consistent argument throughout (points clearly explained and supported by evidence), wide ranging use of and reference to published material. Exceptional standard of writing and communication, clear structure, no irrelevant material, clear and correct referencing. No errors in spelling and/or grammar.
70-79%	Excellent grasp of knowledge, with evidence of wide reading and/or research analysed in depth to support arguments. Substantial evidence of critical thinking, interpretation, synthesis and evaluation. Fully completes tasks set in assignment brief, convincing and consistent argument throughout (points clearly explained and supported by evidence), wide ranging use of and reference to published material. Exceptional standard of writing and communication, clear structure, no irrelevant material, clear and correct referencing. No errors in spelling and/or grammar.
60-69%	Very good grasp of knowledge, with evidence of wide reading and/or research. Issues are understood and demonstrates reasonable attempt at interpretation. Completes the main tasks set in the assignment brief. Evidence of interpretation and coherent argument involving analysis, synthesis and evaluation. At times however, line of argument is not entirely clear and suffers from inadequate or inconsistent explanation. Use of and reference to published material are adequate to support points made. Good standard of writing and structure with clear and largely correct referencing. Occasional spelling and/or grammatical errors.
50-59%	Good grasp of knowledge involved. Evidence of reading and research. Completes main tasks set in assignment brief and issues are understood. Provides evidence and reports views on it, but tendency to be quite descriptive and line of argument is not entirely clear, suffering from inadequate or inconsistent explanation. Referencing generally correct. Occasional spelling and/or grammatical errors.
Fail 40-49%	Provides evidence and reports on it, but this is entirely descriptive and is not clearly related to tasks set in assignment brief. Not all tasks set are completed and those that are tackled are inadequately addressed. Confused line of argument and no clear logic. Repeated errors in referencing as well as in spelling and grammar.
<39%	Little evidence of reading and/or research. Little evidence of understanding. Insufficient or misinterpreted evidence and views. Disorganised. Work presented is irrelevant to the tasks set. Major and many errors in referencing. Frequent spelling and/or grammatical errors.

Feedback based on previous years: Those who received lower marks demonstrated some awareness of issues but the narrative was descriptive without actually analysing why slavery prevails and how to meaningfully communicate to consumers. Focus was more on simply regurgitating theoretical points, without critically analysing different aspects of slavery, corporations, markets, and consumption. The literature used was limited, mainly to highlight the role of some key issues, or to state the scale of modern slavery. Those who received higher marks had a more critical presentation of different facets of slavery, markets, corporations, and consumption, and used theory to explain how communication can be used to reach specific target groups.

LECTURES SCHEDULE

Session 1

Introduction to Module and Social Marketing

- **Course housekeeping:**
 - **Lectures dates and times;**
 - **Assessment**

Reading:

Hastings and Domegan (2018) (Ch. 1 & 2);

Additional References:

- Peattie, S., & Peattie, K. (2003). Ready to fly solo? Reducing social marketing's dependence on commercial marketing theory. *Marketing theory*, 3(3), 365-385.
- Andreasen A. R. (2003). The Life Trajectory of Social Marketing. Some implications. *Marketing Theory*, 3 (3), 293-303.

Session 2

Societal Issues I

- **Poverty and Gender**

Reading:

Chatterjee, Suparna. "Articulating globalization: Exploring the bottom of the pyramid (BOP) terrain." *Organization Studies* 37, no. 5 (2016): 635-653.

Hooks, Bell (2017). Understanding Patriarchy. *POC Online Classroom*.

Additional References:

Varman, R., Skålén, P., & Belk, R. W. (2012). Conflicts at the bottom of the pyramid: Profitability, poverty alleviation, and neoliberal governmentality. *Journal of public policy & marketing*, 31(1), 19-35.

Blocker, C. P., Ruth, J. A., Sridharan, S., Beckwith, C., Ekici, A., Goudie-Hutton, M., ... & Varman, R. (2013). Understanding poverty and promoting poverty alleviation through transformative consumer research. *Journal of business research*, 66(8), 1195-1202.

Session 3

Societal Issues II

- **Modern slavery**

Reading:

Bales, K. (1999). New Slavery: The Transformation of an Ancient Curse. *Global Dialogue*, 1(1), 102.

LeBaron G, Howard N, Thibos C & Kyritsis P (2018) *Confronting root causes: forced labour in global supply chains*. Sheffield, UK: Sheffield Political Economy Research Institute, University of Sheffield & openDemocracy.

Additional Reading:

Crane A (2013) Modern Slavery as a Management Practice: Exploring the Conditions and Capabilities for Human Exploitation. *Academy of Management Review* 38(1): 49-69.

Banerjee, S. B. (2020). Modern Slavery Is an Enabling Condition of Global Neoliberal Capitalism: Commentary on Modern Slavery in Business.

Patterson, O. (2012). Trafficking, Gender and Slavery—Past and Present. *The legal understanding of slavery: From the historical to the contemporary*, 322-359.

New SJ (2015) Modern slavery and the supply chain: the limits of corporate social responsibility? *Supply Chain Management: An International Journal* 20(6): 697-707.

Session 4

Markets and Societal Challenges

- **Role of markets**

Reading:

Sandel, M. J. (2000). What money can't buy: the moral limits of markets. *Tanner Lectures on Human Values*, 21, 87-122.

Additional Readings:

Firat, A. F. (2018). Violence in/by the market. *Journal of Marketing Management*, 34(11-12), 1015-1022.

Varman, R., & Belk, R. W. (2008). Weaving a web: subaltern consumers, rising consumer culture, and television. *Marketing Theory*, 8(3), 227-252.

Varman, R., & Vikas, R. M. (2007). Rising markets and failing health: An inquiry into subaltern health care consumption under neoliberalism. *Journal of Macromarketing*, 27(2), 162-172.

Session 5

Corporations and Societal Challenges

- **Role of corporations**

Reading:

Varman, R., & Al-Amoudi, I. (2016). Accumulation through derealization: How corporate violence remains unchecked. *Human Relations*, 69(10), 1909-1935.

Additional Readings:

Banerjee, S. B. (2008). Necrocapitalism. *Organization Studies*, 29(12), 1541-1563.

Banerjee, S. B. (2008). Corporate social responsibility: The good, the bad and the ugly. *Critical sociology*, 34(1), 51-79.

Varman, R., & Vijay, D. (2018). Dispossessing vulnerable consumers: Derealization, desubjectification, and violence. *Marketing Theory*, 18(3), 307-326.

Session 6, Thursday 12 Dec 2019

Planning Social Marketing Campaigns

- **Planning effective social marketing**

Reading: Hastings and Domegan (2018) (Ch. 4)

Session 7

Designing Social Marketing Campaigns

- **Segmenting, Branding, and Semiotics**

Reading:

Hastings and Domegan (2018) (Ch. 4).

Session 8

Social Marketing and the Consumer

- **Understanding beneficiaries/ consumers**

Reading:

Hastings and Domegan (2018) (Ch. 3)

Session 9

Messages, Message Content and Creativity

- **Effective social marketing messaging**

Reading:

Hastings and Domegan (2018) (Ch. 6)

Session 10

Research and Ethical Issues in Social Marketing & Revision

- **Social Marketing Research**
- **Ethical Issues**

Reading:

Hastings and Domegan (2018) (Ch. 5 & 10)