

Sem: Spring 2024 Session 1 **Class Day/Time:** Monday/Wednesday 2:20-3:40pm **Room:** Schoenbaum 215

Instructor: Christine Bunker

Office Hours: By Appointment

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Course Description: The primary objective of this course is to introduce the discipline of Social Marketing. This area applies traditional marketing principles and techniques to the challenges and rewards of using business as a positive force in the world. We will learn about social impact models of business and how marketing can be used within these models.

Course Learning Outcomes: By the end of the course, students should be able to:

- Understand the definition, theories, and applications of social marketing
- Understand how social marketing can increase a brand’s value, loyalty, and growth
- Use a ten-step model for developing, implementing, and evaluating social marketing campaigns

Prerequisites: BUSML 4201, 4202, and BusMHR 2292 or equivalent

Required Texts/Materials

1. Social Marketing: Changing Behaviors for Good, 6th Edition
ISBN(13): 978-1544351490 Authors: Lee & Kotler Year: 2019 Publisher: SAGE Publication

Evaluation Criteria

Graded Components	% of Total	Type
Social Issue Plan	35%	N †
.....		
Company Critique Paper	25%	N †
.....		
Chapter Discussions	20%	C †††
.....		
Attendance/Participation/ In-class Activities	20%	N † O ††

Requirements for each form of graded component.


Independent Work [N †]: Strictly non-collaborative, original individual work. You may discuss this assignment with your instructor only. Discussions with other individuals, either in person or electronically, are strictly prohibited.


Collaboration Required [C †††]: An explicit expectation for collaboration among students either in class or outside of class (i.e. group work).


Collaboration Optional [O ††]: Students are permitted, but not required, to discuss the assignment or ideas with each other. However, all submitted work must be one’s original and individual creation.

Academic Conduct

If a student is suspected of or reported to have committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to COAM. If you have questions about the above policy or what constitutes academic misconduct in this course, please contact me. See OSU Prohibited Conduct - [Section 3335-23-04\(A\)](#) University Healthy and Safety Guidelines can be found at safeandhealthy.osu.edu/ For disability services, go to slds.osu.edu or contact slds@osu.edu.

University Policies, Services and Resources
go.osu.edu/UPolicies 

Fisher Undergraduate Handbook and QuickLinks 

Fisher Navigator Resource Portal
www.nav-1.com 

Course Format and How this Course Works

Mode and Pace of Delivery: In-person (P)

- This course meets in-person during Spring Semester Session 1.
- We meet on Mondays and Wednesdays from 220-340pm.
- Larger assignments and projects will be due throughout the course and can be found in the Details section below.

Credit hours and work expectations

This is a half-semester **1.5-credit-hour course**. According to [Ohio State policy](#), students should expect 3 hours per week of time spent on direct instruction (e.g., instructor content, Carmen activities, simulations, quizzes, etc.) in addition to 6 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average. The workload may feel heavier because it is condensed into a single session meeting twice a week.

Attendance and participation requirements

Your attendance and participation is recorded and graded. The following is a summary of everyone's expected participation:

- **General class announcements:** You must read all the announcements in Carmen. This is where I will post class info & schedule changes.
- **Class attendance:** All classes for the course are required. Attendance will be taken using TopHat. Please have this loaded and available on the first day of class.
- **Participating in class discussions:** As part of your participation, each week you should expect to participate and discuss the day's readings and assignments during class. Much of our learning will come in these forums. This is also the place to ask clarifying questions on points that are not clear. All assignments related to the class discussion will be posted in Carmen.
- **Dis-enrolled:** Any student who fails to attend an in-person class or complete an online assignment for an online course, without giving prior notification to the instructor, will be dis-enrolled after the third instructional day of the term, the first Friday of the term, or the second class meeting of the course, whichever occurs first.

Graded Component Details

Total points for course = 400

Attendance & Participation (80 pts): Regular attendance is required. We will use TopHat to record attendance. If you can not attend class for any reason, please email prior to class with as much notice as possible.

You may be called upon throughout the term to initiate class discussion or respond to a question. Your participation will impact your grade. Live-class exercises and discussions will also occur regularly throughout the class. You must be present in class in order to participate and receive credit for in-class activities.

Class Chapter Discussions (80 pts): Each group will be assigned a chapter in the textbook. Groups will be responsible to learn and understand the material in the chapter and will lead the class in a discussion.

Company Critique Paper (100 pts): This is an individual term paper critiquing a for-profit company's social marketing campaign.

Content details: Select a for-profit company that has run a recent social marketing or cause marketing campaign. Using the learnings of class, explain and critique the company's campaign.

The paper is to be 5 pages double-spaced with 12pt font. The paper will be submitted via Carmen.

Social Issue Plan (105 pts): This is an original social marketing plan designed for an identified company.

Content details: Select a social issue that is important to you. Follow the 10-step method to design a plan for a marketing campaign.

The length of the plan should not exceed 20 pages. You can use bulleted points, charts, diagrams, and other useful formats to lay out the plan, but should be created as a Word document. Each step should be clearly marked. The

plan will be submitted via Carmen. Additional details can be found in Carmen, please review these and the rubric. There will be several check-ins before the final paper is due.

Step 1 of Plan (10 pts): In order to ensure the best foundation for the social issue plan, the first step will be due prior to the completion of any following steps. Approvable of the social issue, purpose, and focus will be necessary before completing any of the next steps of the plan.

Steps 1-4 (10 pts): A check-in of the paper due for steps 1-4. There will also be an **in-class peer review (2.5pts)**.

Steps 1-7 (10 pts): A check-in of the paper due for steps 1-7. There will also be an **in-class peer review (2.5pts)**.

EXTRA CREDIT: Plan Presentation (+20 pts) : A 5-7 minute oral presentation of your Social Issue Plan will be available as extra credit at end of the course. Presentations will not include an entire run-through of the plan, but instead an interesting overview of your work. Presentations will include ppt slides and will be presented live during the last day of class. Signups will begin the week prior to the presentation day.

Grading Scale

Letter	A	A-	B+	B	B-	C+	C	C-	D+	D	E
(Points)	(4.0)	(3.7)	(3.3)	(3.0)	(2.7)	(2.3)	(2.0)	(1.7)	(1.3)	(1.0)	(0.0)
Range	100% - 93%	93% - 90%	90% - 87%	87% - 83%	83% - 80%	80% - 77%	77% - 73%	73% - 70%	70% - 67%	67% - 60%	60% - 0%

Additional Policies

Course-specific Copyright Policy: Material provided by the instructor may not be re-posted anywhere without the explicit permission of instructors. See University Copyright Policy. *[Additional rules if applicable]*

Course Schedule

Class Date	Class Topics & In-Class Activity	Class Prep	Assignments
Introduction			
Monday 1/8/24	Syllabus review & Intro to course subject	No deliverables	
Wednesday 1/10/24	Current State: Economy, Business, & Non-Profits In-class Activity	Listen: Is Economic Growth the Wrong Goal - Freakonomics Read: Forget Social Responsibility: Doing good should be a core part of your business model (2016/Weed) Watch: The way we think about charity is dead wrong - Dan Pallota	Due: In-class activity followup
Social Marketing- Part I: Understanding			
Monday 1/15/24	NO CLASS. MLK DAY.		
Wednesday 1/17/24	Marketing: Good or Evil? In-class Activity	Read: Marketing is Evil - The Dark Side of Marketing (2017/Nemko) Watch: Power of Purpose (Talks for Good) - Afdhel Aziz Read: Chapter 1: Social Marketing	Due: In-class activity followup
Social Marketing - Part II: Determinations			
Monday 1/22/24	Overview of Social Marketing's Strategic Planning Model	Read: Chapter 2: Social Marketing - Ten Step Strategic Planning Model	Due: Social Marketing Campaign Critique Paper
Wednesday 1/24/24	Step One & Two: Social Issue, Purpose, Focus, Situation Analysis	Read: Chapter 5	Due: Step 1: Social Issue, Purpose, Focus, Organization (Due Friday 1/26, 1159pm)
Social Marketing - Part III: Intervention Strategies			
Monday 1/29/24	Step Three: Selecting Priority Audiences Step Four: Behavior Objectives & Target Goals	Read: Chapter 6 & 7	Group 1: Ch 6 discussion Group 2: Ch 7 discussion
Wednesday 1/31/24	In-class work and peer review day	Bring: printed draft of plan for peer review	Due: Steps 1-4 check-in
Monday 2/5/24	Step Five: Audience Insights Step Six: Crafting a Desired Positioning	Read: Chapter 8 & 9	Group 3: Ch 8 discussion Group 4: Ch 9 discussion
Wednesday 2/7/24	Step Seven: Product Step Seven: Price	Read: Chapter 10 & 11	Group 5: Ch 10 discussion Group 6: Ch 11 discussion

Class Date	Class Topics & In-Class Activity	Class Prep	Assignments
Monday 2/12/24	Step Seven: Place Step Seven: Promotion	Read: Chapter 12 & 13	Group 7: Ch 12 discussion Group 8: Ch 13 discussion
Social Marketing - Part IV: Management			
Wednesday 2/14/24	Step Seven: Promotion Channels In-class work and peer review day	Read: Chapter 14 Bring: printed draft of plan ready for peer review	Group 9: Ch 14 discussion Due: Steps 1-7 check-in
Monday 2/19/24	Review of Steps Eight, Nine, Ten: Monitoring, Budget, Implementation In-class work	Bring: most up-to-date plan	
Final Plans and Presentations			
Wednesday 2/21/24	Presentations & Class Wrap-up		Due: Final Social Issue Plan