Module Details

Title:	Social Innovation and Entrepreneurship APPROVED
Long Title:	Effecting Social Change

Module Code:	LC2000

Credits:	5

NFQ Level:	8

Field of Study:	Social and behavioural Sciences

Valid From:	2020/21 (Sep 2020)

moduleLearningOutcomeTaxonomy:	Blooms

Module Delivered In	no programmes

Administrator:	Houssaine Afoullouss

Module Coordinator:	Emer Ni Bhradaigh

moduledepartment:	61 - SALIS

Module Description:	Overall, this module aims to develop students' ability to effect social change in a positive way through learning, adopting and applying social marketing principles and strategies. It explores the historical development of social marketing, introduces specific theories relevant to the field and provides frameworks and models according to which students can design and implement strategies aimed at effecting social change. The module facilitates an understanding of the impact of culture on the development of such strategies and introduces students to national and international case studies, ethical issues and the evaluation of social marketing programmes. The module stimulates thinking regarding the possible application of social marketing principles within their local community. It also examines the concept of social entrepreneurship, looks at how to develop a social enterprise, and considers topics such as sustainability and scalability.

Learning Outcomes	
On successful completion of this module the learner will be able to:	
LO1	relate the relevance of social marketing to contemporary society and recognise the unique characteristics of social marketing.
LO2	review, analyse and critically evaluate social marketing programmes from a theoretical and practical perspective.
LO3	apply the principles of social marketing to the design and development of social marketing programmes

moduleLearningOutcomeTaxonomy: Blooms			
#	LO1	LO2	LO3
C1	Y		
C2	Y	Y	
C3			Y
C4		Y	Y
C5			Y
C6		Y	Y
P1			
P2			
P3			
P4			
P5			
P6			
P7			
A1			
A2			
A3			
A4			
A5			

moduleLearningOutcomeTaxonomy Reference: Blooms		
#	Taxonomy Description	Taxonomy Group
C1	Knowledge	Cognitive
C2	Comprehension	Cognitive
C3	Application	Cognitive
C4	Analysis	Cognitive
C5	Synthesis	Cognitive
C6	Evaluation	Cognitive
P1	Perception	Psychomotor (Technical Skills)
P2	Set	Psychomotor (Technical Skills)
P3	Guided Response	Psychomotor (Technical Skills)
P4	Mechanism	Psychomotor (Technical Skills)
P5	Complex Overt Response	Psychomotor (Technical Skills)
P6	Adaptation	Psychomotor (Technical Skills)
P7	Origination	Psychomotor (Technical Skills)
A1	Receiving to Phenomena	Affective (Humanities)
A2	Responding to Phenomena	Affective (Humanities)
A3	Valuing	Affective (Humanities)
A4	Organizing Values	Affective (Humanities)
A5	Internalizing Values	Affective (Humanities)

Pre-requisite learning
Module Recommendations   *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.*
No recommendations listed
Co-requisite Modules
No Co-requisite modules listed
Pre-Requisite   *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.*
No Pre-Requisites listed

Module Content & Assessment

Indicative Content and Learning Activities
introduction to social marketing definition of key concepts and introduction to the 'marketing mix' followed by consideration of the unique characteristics of social marketing within the broader discipline of marketing.
social marketing challenges common challenges including the concept of price
social issues perceiving social issues from a social marketing perspective and understanding consumers' needs and wants
theoretical considerations theories germane to to the discipline of social marketing
social marketing planning process situational analysis, market research, product development, segmentation approaches, distribution and promotion decisions
social marketing across cultures standardisation and customisation
evaluation approaches to evaluating social marketing programmes

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	*Assessment Description*	*Outcome Addressed*	*% of total*	*Assessment Date*
Loop Quiz	Students will undertake an online quiz during the semester to evaluate their knowledge key concepts relating to the module	1,3	30.00	Week 27
Assignment	Students are required to submit an individual case study relating to social marketing.	1,2	20.00	Week 25
Group assignment	Students will work in groups to develop a social marketing project which they will present orally to the class and also write up in report format	1,2,3	50.00	Sem 2 End

No End of Module Formal Examination

Reassessment Pre-Requisite
Coursework Only *This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.*
Reassessment Description Reassessment on done on an individual basis. Students are required to submit an individual social marketing or social enterprise plan relating to an appropriate topic.

DCU reserves the right to alter the nature and timings of assessment

Module Workload

Full Time hours per semester		
WorkLoad Type	*WorkLoad Description*	*Hours*
Lecture	No Description	24
Assignment Completion	Individual assignment	25
Group work	Group assignment	50
Independent Study	No Description	26
	Total Hours	125.00

This module has no Part Time workload.

Module Resources

Supplementary / Recommended Book Resources

Andreason, A 2006, *Social marketing in the 21st century*, Sage London

Andreason, A and Kotler, P 2008, *Strategic marketing for non-profit organisations*, Prentice Hall

Goldberg, ME, Fishbein, M, Middlestat, SE (eds) 1997, *Social marketing: theoretical and practical perspectives*, Lawrence Erlbaum associates Inc washington D.C.

Hastings, G 2007, *Social marketing: why should the devil have all the best tunes?*, Butterworth-Heinemann Oxford

Kotler, P and Lee NR 2009, *Up and out of poverty: the social marketing solution*, Wharton School Publishing Pennsylvania

Kotler, P and Lee, N 2008, *Social marketing: influencing behaviours for good*, Sage London

Kotler, P, Roberto, W, Lee, N 2002, *Social marketing - improving the quality of life*, Sage Thousand Oaks, CA

McKenzie-Mohr, D and Smith, W 2000, *Fostering sustainable behaviour: an introduction to community-based social marketing*, New Society Publishers British Columbia

Mooij, MK 2004, *Consumer behaviour and culture: consequences for global marketing and advertising*, Sage Thousand Oaks, CA

Sargeant, A and Wymer, W (eds) 2008, *The Routledge companion to nonprofit marketing*, Routledge Oxon

Usunier, J-C and Lee, JA 2005, *Marketing across cultures*, Financial Times/Prentice Hall Harlow

Weinrich, HK 1999, *Hands-on social marketing: a step-by-step guide*, Sage Thousand Oaks, CA

Essential Article/Paper Resources

Andreason, A 1994, *Social marketing: its definition and domain*, Journal of Public Policy and Marketing, 13 (1), 108-114

Supplementary / Recommended Article/Paper Resources

Devlin, E, MacAskill, S and Stead, M 2007, *'We're still the same people': developing a mass media campaign to raise awareness and challenge the stigma of dementia*, International Journal of Nonprofit and Voluntary Sector Marketing, 12 (1), 47-58

Fox, KF and Kotler, P 1980, *The marketing of social causes: the first 10 years*, Journal of Marketing, 44 (Fall), 24-33

Hastings, G and Saren, M 2003, *The critical contribution of social marketing*, Marketing Theory, 3 (3), 305-322

Jones, SC and Rossiter, JR 2002, *The application of commercial marketing theory to social marketing: two Australian case studies*, Social Marketing Quarterly, 8 (1), 6-18

Kotler, P and Zaltman, G 1971, *Social marketing: an approach to planned social change*, Journal of Marketing, 35 (3), 3-12

Lee, N, Aschermann, K, Ehrmann, R and Mintz, J 2005, *The challenges and rewards of partnering with the private sector to achieve social marketing objectives*, Social Marketing Quarterly, 11 (3-4), 51-59

Lowry, RJ, Hardy, S, Jordan, C and Wayman, G 2004, *Using social marketing to increase recruitment of pregnant smokers to smoking cessation service: a success story*, Public Health, 118 (4), 239-243

MacAskill, S, Lindridge, A, sSead, M, Eadie, D, Hayton, P and Braham, M 2008, *Social marketing with challenging target groups: smoking cessation in prisons in England and Wales*, International Journal of Nonprofit and Voluntary Sector Marketing, 13 (3), 251-261

Novelli, WD 2007, *Creating social change: the synergy of combining marketing and policy - the ROI of health promotion and disease prevention*, Social Marketing Quarterly, 12 (3), 64-73

Rothschild, ML 1999, *Carrots, sticks and promises: a conceptual framework for the management of public health and social behaviours*, Journal of Marketing, 63 (Oct), 24-37

Stead, M Gordon, R, Angus, K and MacDermott, L 2007, *A systematic review of social marketing effectiveness*, Health Education, 107 (2), 126-140

Other Resources

website: Jones, SC, Iverson, DC, Penman, A and Tang, A 2005, *A practical application of theory: using social marketing theory to develop innovative and comprehensive sun protection campaigns*
http://ro.uow.edu.au/hbspapers/71

Module Managers & Teachers

Module Managers

Semester	Staff Member	Staff Number
Semester 1	Emer Ni Bhradaigh	75047632
Semester 2	Emer Ni Bhradaigh	75047632
Autumn	Emer Ni Bhradaigh	75047632

Module Teachers

Staff Member	Staff Email
Emer Ni Bhradaigh	Emer.NiBhradaigh@dcu.ie