### SESSION PLAN

**COURSE:** ABE Level 5 Societal and Social Marketing

**ELEMENT:** Element 4 - Strategic development of responsible marketing practices for societal benefit

**LEARNING OUTCOME 4**

**Analyse different marketing approaches for strategic development of responsible practices providing added value to the** **society (weighting 25%)**

4.1 Discuss societal marketing and the environment

4.2 Evaluate marketing practices from societal benefit perspective

4.3 Examine the scope, planning and implementation of societal marketing practices

**NUMBER OF SESSIONS:** Three - approximately fifteen hours in total, plus self-study

**SESSION TOPICS:** Session 1:Societal marketing and the environment

Session 2: Marketing practices from societal benefit perspective

Session 3: The scope, planning and implementation of societal marketing practices

Note: sessions are designed so that they can be ‘chunked down’ depending on delivery timetable

**Note to tutors: this is the recommended session plan for learning outcome 4, element 4 of ABE Level 5 Societal and Social Marketing. You should follow the plan, using the resources (referenced as ‘slides’ here) and activities provided. It is important to enhance all sessions with local examples and case studies, involving the learners ACTIVELY wherever possible.**

### SESSION 1: Societal marketing and the environment

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| **Approx.**  **Duration** | **Topic** | **Tutor Activity** | **Slides** | **Learner Activity** | **Formative Assessment** |
| **5 hours total** |  | Introduce element, learning outcome and assessment criteria.  Assessment criterion 4.1  **Use 5USSM Tutor Presentation E4.pptx** | 1-4 |  |  |
|  | Background | Start with definitions and see how they can be applied.  Input - Commercial marketing tries to change people's behaviour for the benefit of the marketer; social marketing tries to change people's behaviour for the benefit of the consumer, or of society as a whole.  Look at examples of where social marketing has changed behaviours. Ask the class for their suggestions in a **Class Discussion**.  Results suggest that there is an increasing trend in the application and study of social marketing, but that there are also several conceptual and theoretical problems attached to it. The ﬁndings suggest a need to refocus the research and application of social marketing toward the reduction of consumptive behaviours.  Using Kotler and Zaltman’s definition on slide 8, discuss how this would apply to a stop smoking campaign:  “an adaptation of commercial marketing technologies to programs designed to influence the voluntary behaviour of target audiences to improve their personal welfare and that of the society of which they are a part.”  **Brief Activity 1.** | 5-8 | Listen, make notes and ask questions.  Complete Activity 1.  Contribute to **Class Discussion.** | **5USSM LO4 E4 Activity 1 –Shift to societal marketing** |
|  | Understanding Societal Marketing  Principles of societal marketing  Benefits of societal marketing  Objectives and significance of societal marketing | What is societal marketing and how has it evolved?   * Needs of the consumer and society – discuss the tension / conflict here , between consumer wants and needs - and society * Look at the real objectives of societal marketing * Look at the areas that societal marketing operates * What are the benefits of societal marketing? * Look at Kotler view of long-term societal benefit   The keys are to understanding societal marketing are:   * The consumer’s needs are of utmost significance (give an example of why the consumer is at the heart of decision making) * Genuine, modern and continuous developments in the products should be executed so as to increase the product’s life and value. (Think about products that the student will be familiar with that are not well designed and potentially harmful and discuss these with class.)   The benefits of societal marketing – **Class discussion**.   * Emphasise on building long-term customer relationship and not on doing business. Do societal good. In short, an organisation should market the product keeping in mind the consumer, organisational and long term societal needs and welfare. (Who are decision makers in any business that can take action to improve society’s interests? List them **with the class** for a local business.) * It ensures that all the economic resources are channelised in the right direction.   Use this as a starting point to discuss the objectives of societal marketing   * It develops entrepreneurs as well as managers in a specified society. * It raises the living standard of the people. * It increases the speed of economic development of society. * It makes economic planning more significant and more fruitful to people’s life.   How can societal marketing be associated with overcoming these challenges?  **Brief Activity 2.** | 9-12 | Make notes and complete Activity 2.  Join in the class discussion. | **5USSM LO4 E4 Activity 2 –Cause related marketing** |
|  | Societal marketing function | Input- Start with marketing definitions and functions  Socially responsible marketing is critical of excessive consumerism.  The evolution of societal marketing.  How can societal marketing work to overcome this?  The outcome of societal marketing is to help consumers, society and business. The societal marketing concept was an offshoot of the marketing. Concept wherein an organisation believes in giving back to the society by producing better products targeted towards society welfare. Some have questioned whether the marketing concept is an appropriate philosophy in an age of environmental deterioration, resource shortages, explosive population growth, world hunger and poverty, and neglected social services. | 13-14 |  |  |
|  | Recap of session and learning outcomes | Review the session with the class and answer any questions raised.  **Brief Homework Activity 3.**  Remind the class to read section 4.2 of the Study Guide before the next session. |  | Q&A involvement  Homework and Study Guide reading (section 4.2). | **5USSM LO4 E4 Activity 3 –Water rationing in Jordan** |

### SESSION 2: Marketing practices from societal benefit perspective

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| **Approx.**  **Duration** | **Topic** | **Tutor Activity** | | **Slides** | **Learner Activity** | **Formative assessment** | |
| **5 hours total** | Recap from session 1  Review of homework  Introduction to session topic | | Assessment criterion 4.2    **Use 5USSM Tutor Presentation E4.pptx**  Facilitate student presentation of Homework Activity 3 to class.  Debrief the key learning points. | 15 | Present homework to class mates.  Listen to other presentations and make notes. | |  |
|  | Background | | Input - Societal marketing is a concept in marketing that concentrates on social consciousness as part of the overall marketing plan.  Societal marketing is when a company markets a product not only with consumer and company needs in mind, but also the long-term well-being of society.  Companies that produce effective societal marketing campaigns incorporate social and ethical considerations into the marketing plan. There are many ways a company can accomplish this goal.  **Brief Activity 4.** |  | Make notes and ask questions.  Complete Activity 4. | | **5USSM LO4 E4 Activity 4 Avon and Societal Marketing** |
|  | Define and discuss the objectives of societal marketing  Global challenges for societal marketing | | The Societal Marketing Concept puts human welfare on top before profits and satisfying consumer wants.  A good example of what differentiates societal from social marketing is a marketing campaign on non-smoking. A direct “stop smoking” advertisement would be an example of social marketing. However, if the marketing strategies, methodologies and techniques focused on increasing the well-being of society, then the campaign would be an example of societal marketing.  Look at other global challenges where this could be applied – (e.g.clean air, climate change, etc). **Class Discussion**.  Societal marketing means that an organisation, business or company will make their strategic marketing decisions by first considering consumers’ wants and needs, then the company’s requirements and finally society’s long-term interests. | 16-17  18 | Make notes and take part in the class discussion. | |  |
|  | Corporate use of societal marketing (CSM) | | Input – Corporate Social Marketing, or CSM, usually refers to marketing efforts that have at least one social related objective, such as charity founding, among its goals.  **Corporate social marketing (CSM)** is when the strategic marketing efforts have at least one socially-related objective. This might involve a day doing a charity event, or direct connection to a particular charity or charities as part of its mission.  **CSM programmes** are becoming extremely popular because of business leaders who now believe that it is good for business. Although CSM programmes may be effective in improving brand image and possibly in increasing market share, there are limits to the effectiveness of these initiatives.  Example for a **Class Discussion**: a group of consumers may be deeply suspicious of a tobacco company that undertakes a campaign to prevent under-age smoking. A possible effect would be to reduce company profit from reduced sales. Consumers’ suspicions may lead them to infer motives that would actually protect the company’s financial condition. The questions they might ask might be around whether this was simply a PR effort to improve their image so that they can sell more cigarettes to adults.  **Brief Activity 5.** | 19 | Make notes and contribute to the class discussion.  Complete Activity 5. | | **5USSM LO4 E4 Activity 5 – The Body Shop and Animal Testing** |
|  | Review of session and learning outcomes  Homework | | Run through session outcomes to demonstrate coverage.  Recap Question and Answer  Homework briefing – read section 4.3 of the study guide as preparation for the next session. |  | Complete homework – preparation for the final session. | |  |

### SESSION 3: The scope, planning and implementation of societal marketing practices

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| **Approx.**  **Duration** | **Topic** | | **Tutor Activity** | | **Slides** | **Learner Activity** | **Formative assessment** |
| **5 hours total** | | Recap from session 2  Background | | **Use 5USSM Tutor Presentation E4.pptx**  Revision from last session as a **Class Discussion** to recall the key learning points: Societal marketing is any form of marketing that takes into consideration the needs and wants of the consumer and the well-being of society. Societal marketing is marketing combined with social responsibility. Conversely, social marketing uses more traditional commercial techniques and strategies (focusing primarily on selling) to achieve goals for the greater social good. Social marketing campaigns can either encourage merit goods.  Social marketing focuses more on the result of the marketing (promoting a merit good) while societal marketing is more concerned with the marketing process in general and the marketing strategy used (using marketing techniques that taken into account the well-being of society).  What are the problems associated with societal marketing? | 20 | Contribute to the class discussion, making notes. |  | |
|  | | Social marketing approaches from stakeholder perspectives | | Brief Activity 6.  Input – ask these questions after the activity:   * Are companies that successfully satisfy consumer wants necessarily acting in the best, long-term interests of consumers and society?   The marketing concept sidesteps the potential conflicts among consumer wants, consumer interests and long-run societal welfare. Yet some firms and industries are criticised for satisfying consumer wants at society’s expense.  Social marketing problems  Social responsibility and CSR | 21-22 | Classroom discussion and presentation for Activity 6 – 60 mins | **5USSM LO4 E4 Activity 6 -Societal marketing examples** | |
|  | | Eco-friendly ‘green’ marketing | | A green marketing campaign puts the focus on environmental safety rather than the product itself. Food companies that place the emphasis on the health of consumers rather than the product also fall under this category. Any cause-related marketing strategy can be considered a societal marketing strategy with the focus is on a cause beneficial to society’s well-being.  **Background**: Societal marketing campaigns were the subject of much discussion during the 1950s in nations with large corporations and multinationals. Many of these companies became associated with trying to organise regime change or working to overthrow governmental process. This was a time (in Western and economically developed countries) when social movements and activism became popular. The principles of social justice and democracy were just beginning to be seen as a “right”. There was a concern that the forces behind the mass production and mass consumption had created large corporations that were slowly dominating (lowering) the standards of business performance.  Outline the benefits that could be seen to consumers and to companies of eco-friendly marketing   * Companies that place an emphasis on recycled products and organic products that are not going to damage the environment will follow a societal marketing strategy. * Companies that make products from recycled materials can market themselves as a company concerned about the long-term impact on society. * This does not just apply to the materials used for producing products. Some companies market themselves as “green” and emphasise that they use recycled packaging in the day-to-day operation of the business and consider the transport of their products (including their carbon footprint), as well. * Responding to the consumer’s needs is of the utmost significance. * Genuine, modern and continuous developments in the product should be executed in the interest of increasing the product’s life and value. * Emphasis on building long-term customer relationship and not just on doing business. * It is all about doing societal good. * In short, when marketing any product, a business or organisation should keep in mind the consumer, organisational and long-term societal needs and welfare.   Brief Activity 7. | 23 | Make notes and ask questions. Contribute to the class discussion.  Complete Activity 7. | **5USSM LO4 E4 Activity 7 – Societal Marketing adverts** | |
|  | | Dimensions of social responsibility | | The societal marketing concept calls upon marketers to build social and ethical considerations into their marketing practices. They must balance and juggle the often-conflicting criteria of company profits, consumer want satisfaction, and public interest. Yet many companies have achieved notable sales and profit gains by adopting and practicing the societal marketing concept. Some companies practice a form of the societal marketing concept called cause-related marketing.  Look at the rise of campaigns like AMEX linking selling to a cause (and society’s benefit)   * Cause-related marketing has developed rapidly in the last few years even though it is a relatively young concept. Its origins were in the early 1980s in the USA and can be traced (on an international stage) when American Express joined forces with the not-for-profit group which was raising funds to restore the Statue of Liberty. The campaign declared that American Express would give a proportion of every purchase (on its credit card) to this dedicated cause. * They pledged a donation for every new application (with the condition that the application had to be successful). It was then backed with a massive marketing budget with advertising on TV in many hundreds of countries. * The results were spectacular and unique for their time. The partner was called “The Restoration Fund” and the campaign raised over $1.7 million. The benefit for American Express was also extraordinary. The AMEX card use rose by over 27% and new card applications increased 45% (year on year). It was even more ground breaking because the campaign lasted just three months.     **Class discussion**: identify other possible links that could be or have been made between big businesses and societal cause. | 24 | Make notes, ask questions and contribute ideas to the class discussion. |  | |
|  | | The scope, planning and implementation of societal marketing practices: planning checklist | | Review the responsibilities pyramid.  Discuss the nature of ethics.  Consider the incorporation of social responsibility and ethics into strategic planning.  Discuss the importance of company reputation – **Class Discussion**.  Go through the ‘planning checklist ‘as if you were a marketer pitching to run a social marketing campaign. Use the knowledge gained from this unit.   * **Executive summary (completed at end – why?)**   Brief summary, highlighting the target audiences, what you hope to achieve, the activities that will be involved, the resources required, timescale, and how you will monitor and evaluate success.   * **Problem**   Set out the challenge (Challenge/Problem Statement) and context (e.g. SWOT)   * **Resources / assets**   Set out the human and financial resources and assets available or could be secured   * **People**   Summarise the audience profiling / segmentation / prioritisation   * **Behaviour**   Summarise the behavioural analysis – identifying key influences and influencers, benefits and rewards, blocks and barriers for the problem and desired behaviours; competing behaviours   * **Marketing objectives and behavioural goals**   Set out aims and objectives for the work. Establishing clear achievable behavioural goals   * **Proposition**   Set out what you are offering (the core benefits)   * **Product / Service development**   The product / service strategy: what to do, and how to deliver valued benefits. The price strategy: reducing costs and increasing value. The place strategy: where to reach people and where behaviour occurs. The promotion: communications plan   * **Monitoring, evaluation and follow-up plans**   Detail the baseline and indicators to monitor and measure – Process / Outcome. Detail the plan to undertake or commission aspects of the evaluation   * **Budget**   Set out costs for implementing the marketing plan, including evaluation. Detail any anticipated incremental cost savings or revenues   * **Implementation plan**   Set out who will do what, and when; schedule work with clear roles and responsibilities | 26-33 | Make notes, ask questions and contribute ideas to the class discussion on the planning checklist. |  | |
|  | | Review of session and learning outcomes | | Conclude the discussion, leaving students with the message on slide 33.  Run through session outcomes to demonstrate coverage  Facilitate Activity 8 in class.  Share your plans for unit revision sessions. | 32-33 | Complete Activity 8. | **5USSM LO4 E4 Activity 8 - Quiz** | |