### **Scheme of Work**

**COURSE: ABE Level 5 Social and societal marketing**

| **Element, LO and AC** | **Session title** | **Topics covered** | **Approx.**  **duration** | **Session Plan** | **Resource** | **Formative Activity** | |
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| **Element 1**  **LO1**  **1.1** | **Nature and characteristics of social marketing practices** | Topic  Introduction to marketing and theories  Definition and concepts  Nature and characteristics of social marketing practices  Barriers to social marketing  Social marketing  Marketing mix in social marketing | 5 hours | SESSION PLAN Element 1 LO1  Session 1 | 5USSM Tutor Presentation E1.pptx | **5USSM E1 LO1 Activity 1 -**  **Global Issues** | |
| **Element 1**  **LO1**  **1.2** | **The role of marketing communication in behavioural change programmes** | The role of marketing communication in behavioural change programmes  Affecting social problems with social marketing  Nature and characteristics of social marketing practices  Consumer insight and consumer psychology | 6 hours | SESSION PLAN Element 1 LO1  Session 2 | 5USSM Tutor Presentation E1.pptx | | **5USSM E1 LO1 Activity 2 -**  **Leading a Social Marketing Campaign**  **5USSM E1 LO1 Activity 3 -**  **Reducing Dangerous Behaviours**  **5USSM E1 LO1 Activity 4 -**  **Reducing Litter**  **5USSM E1 LO1 Activity 5 -**  **Questions About Social Marketing** |
| **Element 1**  **LO1**  **1.3** | **Behavioural change programmes in relation to social marketing applications** | Background  Social marketing in a community  Situational analysis: micro- and macro-environmental analysis  Market research and social marketing  Use of TCR | 4 hours | SESSION PLAN Element 1 LO1  Session 3 | 5USSM Tutor Presentation E1.pptx | **5USSM E1 LO1 Activity 6 -**  **The Marketing Mix**  **5USSM E1 LO1 Activity 7:**  **Quiz** | |
| **Element 2**  **LO2**  **2.1** | **Social marketing approaches from consumer behaviour perspective** | Background  Consumer psychology and consumer behaviour  Factors that change consumer behaviour  TCR revisited  Change application  Social marketing: summary | 5 hours | SESSION PLAN Element 2 LO2  Session 1 | 5USSM Tutor Presentation E2.pptx | **5USSM E2 LO2 Activity 1 - How Exchange Works**  **5USSM E2 LO2 Activity 2 – The Buying Decision** | |
| **Element 2**  **LO2**  **2.2** | **The social marketing planning process in a consumer context** | Background  Understanding consumers  The 4Ps of social marketing  Segmentation in marketing  The STP Model  Marketing research | 5 hours | SESSION PLAN Element 2 LO2  Session 2 | 5USSM Tutor Presentation E2.pptx | **5USSM E2 LO2 Activity 3 – Looking at Who Buys**  **5USSM E2 LO2 Activity 4 – Segmentation Analysis**  **5USSM E2 LO2 Activity 5 - Market Research** | |
| **Element 2**  **LO2**  **2.3** | **The impact of social marketing choices in consumer decision-making** | Background  Life style changes and the marketing challenge  Attitude  Micro and macro marketing  Consumer behaviour models  Health promotion in social marketing | 5 hours | SESSION PLAN Element 2 LO2  Session 3 | 5USSM Tutor Presentation E2.pptx | **5USSM E2 LO2 Activity 6 - The Integrated Marketing Campaign**  **5USSM E2 LO2 Activity 7 - Quiz** | |
| **Element 3**  **LO3**  **3.1** | **Ethical issues in societal marketing** | Ethical issues - background  Ethical issues – market research  Social responsibility and ethical marketing  Ethical philosophies in marketing practice | 4-5 hours | SESSION PLAN Element 3 LO3  Session 1 | 5USSM Tutor Presentation E3.pptx | **5USSM E3 LO3 Activity 1 – Moral dilemmas** | |
| **Element 3**  **LO3**  **3.2** | **The importance of ethical considerations and CSR in marketing practices** | Background  CSR and Marketing  Marketing, selling and buying ethically  Using marketing approaches to promote CSR initiatives and ethical considerations: integrated approach, target audience specific selective approach, brand vision and philosophy  Triple Bottom Line | 4-5 hours | SESSION PLAN Element 3 LO3  Session 2 | 5USSM Tutor Presentation E3.pptx | **5USSM E3 LO3 Activity 2 – Walmart and corporate social responsibility 5USSM E3 LO3 Activity 3 – Balancing the needs of the stakeholders**  **5USSM E3 LO3 Activity 4 - Advertising and ethics** | |
| **Element 3**  **LO3**  **3.3** | **Social marketing approaches from stakeholder perspective** | Background  Stakeholder analysis  Stakeholder Influence and marketing communication strategies in communicating with relevant stakeholder groups | 4-5 hours | SESSION PLAN Element 3 LO3  Session 3 | 5USSM Tutor Presentation E3.pptx | **5USSM E3 LO3 Activity 5- Apple and PR Strategy**  **5USSM E3 LO3 Activity 6 - 2017 Corporate Reputation Survey**  **5USSM E3 LO3 Activity 7 - Quiz** | |
| **Element 4**  **LO4**  **4.1** | **Societal marketing and the environment** | Background  Understanding Societal Marketing  Principles of societal marketing  Benefits of societal marketing  Objectives and significance of societal marketing  Societal marketing function | 5 hours | SESSION PLAN Element 4 LO4  Session 1 | 5USSM Tutor Presentation E4.pptx | **5USSM LO4 E4 Activity 1 –Shift to societal marketing**  **5USSM LO4 E4 Activity 2 – Cause related marketing**  **5USSM LO4 E4 Activity 3 –Water Rationing in Jordan** | |
| **Element 4**  **LO4**  **4.2** | **Marketing practices from societal benefit perspective** | Background  Global challenges for societal marketing  Corporate use of societal marketing (CSM) | 5 hours | SESSION PLAN Element 4 LO4  Session 2 | 5USSM Tutor Presentation E4.pptx | **5USSM LO4 E4 Activity 4 Avon and Societal Marketing**  **5USSM LO4 E4 Activity 5 – The Body Shop and Animal Testing** | |
| **Element 4**  **LO4**  **4.3** | **The scope, planning and implementation of societal marketing practices** | Background  Social marketing approaches from stakeholder perspectives  Eco-friendly; ‘green’ marketing  Dimensions of social responsibility  The scope, planning and implementation of societal marketing practices: planning checklist | 5 hours | SESSION PLAN Element 4 LO4  Session 3 | 5USSM Tutor Presentation E4.pptx | **5USSM LO4 E4 Activity 6 -Societal marketing examples**  **5USSM LO4 E4 Activity 7 – Societal marketing adverts**  **5USSM LO4 E4 Activity 8 - Quiz** | |