### **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** |
| --- | --- | --- | --- | --- | --- | --- |
| **Element 1****LO1****1.1** | **Nature and characteristics of social marketing practices**  | TopicIntroduction to marketing and theoriesDefinition and conceptsNature and characteristics of social marketing practicesBarriers to social marketingSocial marketing Marketing mix in social marketing | 5 hours | SESSION PLAN Element 1 LO1Session 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 programmesAffecting social problems with social marketingNature and characteristics of social marketing practicesConsumer insight and consumer psychology | 6 hours | SESSION PLAN Element 1 LO1Session 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** | BackgroundSocial marketing in a communitySituational analysis: micro- and macro-environmental analysisMarket research and social marketingUse of TCR | 4 hours | SESSION PLAN Element 1 LO1Session 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** | BackgroundConsumer psychology and consumer behaviourFactors that change consumer behaviourTCR revisitedChange applicationSocial marketing: summary | 5 hours | SESSION PLAN Element 2 LO2Session 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** | BackgroundUnderstanding consumersThe 4Ps of social marketingSegmentation in marketingThe STP ModelMarketing research | 5 hours | SESSION PLAN Element 2 LO2Session 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** | BackgroundLife style changes and the marketing challengeAttitudeMicro and macro marketingConsumer behaviour modelsHealth promotion in social marketing | 5 hours | SESSION PLAN Element 2 LO2Session 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 - backgroundEthical issues – market researchSocial responsibility and ethical marketingEthical philosophies in marketing practice  | 4-5 hours | SESSION PLAN Element 3 LO3Session 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** | BackgroundCSR and MarketingMarketing, selling and buying ethicallyUsing marketing approaches to promote CSR initiatives and ethical considerations: integrated approach, target audience specific selective approach, brand vision and philosophyTriple Bottom Line | 4-5 hours | SESSION PLAN Element 3 LO3Session 2 | 5USSM Tutor Presentation E3.pptx | **5USSM E3 LO3 Activity 2 – Walmart and corporate social responsibility5USSM 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** | BackgroundStakeholder analysis Stakeholder Influence and marketing communication strategies in communicating with relevant stakeholder groups | 4-5 hours | SESSION PLAN Element 3 LO3Session 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** | BackgroundUnderstanding Societal MarketingPrinciples of societal marketingBenefits of societal marketingObjectives and significance of societal marketingSocietal marketing function | 5 hours | SESSION PLAN Element 4 LO4Session 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** | BackgroundGlobal challenges for societal marketingCorporate use of societal marketing (CSM) | 5 hours | SESSION PLAN Element 4 LO4Session 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** | BackgroundSocial marketing approaches from stakeholder perspectivesEco-friendly; ‘green’ marketingDimensions of social responsibilityThe scope, planning and implementation of societal marketing practices: planning checklist | 5 hours | SESSION PLAN Element 4 LO4Session 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** |