



BUS – 381

**SOCIAL MARKETING &
PUBLIC RELATIONS**

Number of credits: 3

Prerequisites:

BUS280 or BUS305 or DVST305

Semester: Winter, 2015

Days: Wed/Fri, 1:00PM-2:15PM

Room: A2131

Lab – day: N/A

Lab–Room: N/A

Instructor: David Iremadze, PhD-c, MBA, BA

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Office: L2057

Office hours: TUE, 1:30PM-3:30PM or by appointment

Course (Catalogue) Description:

“The course provides an overview of public relations theories and practical methods of gaining publicity, as well as the nature of social marketing. On the public relations (PR) front it covers fundamentals of strategic communication, organizational image-making, techniques of effective outreach, and communicating with the internal stakeholders and external publics. On the social marketing front, the course also examines how traditional marketing and public relations approaches can be used to mobilize and/or change public opinion in order to affect a variety of social causes in areas such as health, education, politics, environment, etc.”

Further Course Information:

The course, in reality, is first and foremost about Social Marketing and how it is used to influence behaviour for good to create positive social change. Public Relations is one of the approaches, albeit arguably most versatile and cost-efficient one, that any marketing professional, including a social marketer, can use for his/her purposes. The course is organized in a Socratic seminar format with the student-led discussions, as well as the student presentation on the semester-long, experiential-learning project being the key activities.

Important Dates:

First day of classes: January 7, 2015

Registration revision period: January 18, 2015

Last day to request revised examination: March 2, 2015

Last day to withdraw from course: March 20, 2015

Last day to apply for time extension for coursework: March 30, 2015

Last day of classes: April 10, 2015

Expected Learning Outcomes & Assessment:

It is the aim of the course that students acquire the following skills:

1. Learn and understand history, meaning, purpose and theory of social marketing discipline, as well as of public relations one.
ASSESSMENT: (a)High-stakes final exam; (b)low-stakes individual written reflective memos on assigned readings.
2. Become familiar with the real world examples of tools, techniques and best practices of social marketing and public relations trades.
ASSESSMENT: (a)High-stakes final exam; (b)low-stakes individual written reflective memos on assigned readings.
3. Apply critical and analytical thinking techniques to the reading assignments in order to gain higher order knowledge, applying & synthesising various ideas, concepts, frameworks and practices learnt from the readings.
ASSESSMENT: (a)High-stakes group assignment to prepare and lead the whole class Socratic seminar discussions; (b)semester-long high-stakes group assignment to identify purpose and the target audience and, then, plan, execute and report on a social marketing on-campus campaign.
4. Learn from a hands-on experience how social marketing campaign is actually planned, executed, evaluated and reported on.
ASSESSMENT: Semester-long high-stakes group assignment to identify purpose and the target audience and, then, plan, execute and report on a social marketing on-campus campaign.
5. Practice high impact oral and written communication and discussion facilitation skills
ASSESSMENT: (a)High-stakes group assignment to prepare and lead the whole class Socratic seminar discussions; (b)Semester-long high-stakes group assignment to identify purpose and the target audience and, then, plan, execute and report on a social marketing on-campus campaign; (c)low-stakes individual written reflective memos on assigned readings.

Final Exam: April 15, 2015

Time: 9:00AM-12:00PM

Room: L2100

Requirements:

This is an upper undergraduate, three credit-hour course. This determines the following workload expectation: **CLASS MEETS TWO TIMES A WEEK FOR 75 MINUTES EACH TIME. IN ADDITION, IN ORDER TO SUCCEED IN & ENJOY THIS COURSE, PLEASE BUDGET MINIMUM OF 6 TO 8 HOURS OF WORK TIME OUTSIDE THE CLASS EACH WEEK..**

The class expectation is for you to: (a)attend and participate in class meetings; (b)complete reading and other homework assignments on time and be ready to lead the class discussions when its your turn; and (c)plan, execute and report on an on-campus social marketing campaign.

Submission of Assignments:

Printed copies of your assignments are to be handed in at the beginning of class meetings on the due dates. No late assignments will be accepted.

Attendance:

You will find our classroom meetings informative and helpful. The expectation is that you will take full advantage of our meetings and in-class activities. Because the course is organized around the student-led class discussions, 100% attendance is mandatory (I will, on a case-by-case basis and at my sole discretion, consider medical or compassionate grounds for excusing an absence). Also, the only way for you to earn points on the “Professionalism mark” is to show your commitment and diligence by always being punctual and in attendance; being prepared and enthusiastic to take part in class activities; and collaborate with the fellow students and your instructor in making the class meetings as productive as possible..

Evaluation:

- 1. 350-WORD INDIVIDUAL WRITTEN REFLECTIVE MEMOS ON ASSIGNED READINGS (you will hand in brief reflections memos (minimum 350 words and maximum 500 words) on assigned readings at the beginning of each class meeting, except when your team is to lead the whole class discussion. I will drop the lowest mark for this assignment. You will receive detailed instructions, expectations and marking rubrics for this assignment):.....20%**
- 2. LEADING CLASS DISCUSSIONS (In teams of two, you will lead three of the whole class discussions during the semester. I will drop the lowest mark for this activity. You will receive detailed instructions, expectations and marking rubrics for this assignment):..25%**
- 3. FINAL EXAM (multiple choice, short-answer and essay format):.....20%**
- 4. PLAN, EXECUTE AND REPORT ON AN ON-CAMPUS SOCIAL MARKETING CAMPAIGN (You will work on this project in teams of four or five students. You will receive detailed instructions, expectations and marking rubrics for this assignment): 20%**
- 5. PROFESSIONALISM: being PRESENT, active, ethical, honest, committed, well-organized, punctual, diligent, prepared, enthusiastic and cooperative member of our learning community: 15%**

TOTAL 100%

BONUS POINTS AT MY OWN DISCRETION: *I MAY, time to time, award bonus point or two towards your final grade based on variety of criteria. Stay tuned.*

Grade Summary:

The available letters for course grades are as follows:

<i>% Grade</i>	<i>Letter Grade</i>	<i>Description</i>
95% to 100%	A+	Excellent/exceeds expectations
90% to 94.9%	A	Excellent/fully meets expectations
85% to 89.9%	A-	
80% to 84.9%	B+	
76% to 79.9%	B	Good
72% to 75.9%	B-	
68% to 71.9%	C+	
64% to 67.9%	C	Satisfactory
60% to 63.9%	C-	
55% to 59.9%	D+	
50% to 54.9%	D	Minimal Pass
0% to 49.9%	F	Failure

Textbooks and Other Mandatory Resources:

Core Textbooks for the course are:

Lee, Nancy R. & Kotler, Philip (2012). Social Marketing: Influencing Behaviours for Good. 4th Edition, Sage Publications, Inc.

Cardin, Maryse & McMullan, Kylie (2015). Canadian PR for the Real World. 1st Edition, Pearson Canada, inc.

In addition to studying from the core textbook, the following resources are considered MANDATORY and will affect your academic success in this course:

- 1) Also, you are responsible for taking thorough notes in class. While the Powerpoint slides may be handed out to you at the beginning of each class, you must supplement that information with additional notes. Anything discussed by your instructor and/or your classmates may end up on the midterms and/or final exam in the form of a short answer question. Occasionally, there may be supplementary reading introduced and discussed in class. You are responsible for obtaining and learning such supplementary materials, if any, as you will be tested on them.
- 2) The *course Moodle portal will be used to communicate weekly class summaries, the reading assignments and any changes or other pertinent reminders/information. Students are expected to check in regularly and read messages/posts received through Moodle. After each class, the course Moodle page will display the summary of what took place at that class meeting, with the reminders for work you need to do prior to the next class meeting.*

Outline:

This course first reviews basic concepts of the marketing discipline and the role of non-traditional marketing techniques, such as social media. It then focuses on key frameworks and real world tools and best practices in the fields of social marketing and public relations. (Some of the topics listed below may be added or deleted depending on time constraints. Weekly readings and homework assignments will be announced on the Moodle. However, for

your planning purposes, TENTATIVE week-by-week agenda will be distributed to the class as a separate document not part of this syllabus)

1. Review of the basic concepts of marketing and the role of non-traditional marketing such as social media; lecture Powerpoints and Chapter 7 from Cardin/McMullan textbook.
2. Understanding Social Marketing and Keys to Success; Chapters 1-3 from Lee/Kotler textbook.
3. Choosing a Purpose, Target Audiences and Goals for Social Marketing Campaign; Chapters 5-8 from Lee/Kotler textbook.
4. The Marketing Mix (4Ps) of Social Marketing; Chapters 9-13 from Lee/Kotler textbook.
5. Understanding Public Relations in Canadian context; Chapter 1 & 3 from Cardin/McMullan textbook.
6. Planning & Executing Public Relations Campaign; Chapters 4, 6, 7, 9 & 10 from Cardin/McMullan textbook.

Policies:

All students have received an Ambrose e-mail account upon registration. It is the student's responsibility to check this account regularly as the Ambrose email system will be the professor's instrument for notifying students of important matters (Cancelled class sessions, extensions, requested appointments, etc.) between class sessions. If students do not wish to use their Ambrose accounts, it is highly recommended that they forward all messages from the Ambrose account to the other account.

During the **Registration Revision Period** students may to enter a course without permission, change the designation of any class from credit to audit and /or voluntary withdraw from a course without financial or academic penalty. These courses will not appear on the student's transcript. Courses should be added or dropped on the student portal by the deadline date, please consult the List of Important Dates. After that date, the original status remains and the student is responsible for related fees.

Students intending to withdraw from a course after the Registration Revision Period must apply to the Office of the Registrar by submitting a Request to Withdraw from a Course by the **Withdrawal Deadline**, please consult the List of Important Dates. Withdrawal from courses after the Registration Revision period will not be eligible for tuition refund. A grade of "W" will appear on the student's transcript.

Students wishing to withdraw from a course, but who fail to do so by the applicable date, will receive the grade earned in accordance with the course syllabus. A student obliged to withdraw from a course after the Withdrawal Deadline because of health or other reasons may apply to the Registrar for special consideration.

Students, who find a conflict in their exam schedule must submit a **Revised Examination** Request form to the Registrar's Office by the deadline date, please consult the List of Important Dates. Requests will be considered for the following reasons only: 1) the scheduled final examination slot conflicts with another exam; 2) three final exams within three consecutive exam time blocks; 3) the scheduled final exam slot conflicts with an exam at another institution; 4) extenuating circumstances. Travel is not considered a valid excuse for re-scheduling or missing a final exam.

Electronic Etiquette

Students are expected to treat their instructor, guest speakers, and fellow students with respect. It is disruptive to the learning goals of a course or seminar and disrespectful to fellow students and the instructor to engage in electronically-enabled activities unrelated to the class during a class session. Please turn off all cell phones and other electronic devices during class. Laptops should be used for class-related purposes only. Please do not use iPods, MP3 players, or headphones. Do not text, read, or send personal emails, go on Facebook or other social networks, search the internet, or play computer games during class. The professor has the right to disallow the student to use a laptop in future lectures and/or to ask a student to withdraw from the session if s/he does not comply with this policy. Repeat offenders will be directed to the Dean. If you are expecting communication due to an emergency, please speak with the professor before the class begins.

Academic Policies

It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Academic Calendar. Personal information, that is information about an individual that may be used to identify that individual, may be collected as a

requirement as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at privacy@ambrose.edu.

Extensions

Although extensions to coursework in the semester are at the discretion of the instructor, students may not turn in coursework for evaluation after the last day of the scheduled final examination period unless they have received permission for a “**Course Extension**” from the Registrar’s Office. Requests for course extensions or alternative examination time must be submitted to the Registrar’s Office by the deadline date, please consult the List of Important Dates. Course extensions are only granted for serious issues that arise “due to circumstances beyond the student’s control”.

Appeal of Grade

An appeal for change of grade on any course work must be made to the course instructor within one week of receiving notification of the grade. An appeal for change of final grade must be submitted to the Office of the Registrar in writing within 30 days of receiving notification of the final grade, providing the basis for appeal. A review fee of \$50.00 must accompany the appeal to review final grades. If the appeal is sustained, the fee will be refunded.

Academic Integrity

We are committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Academic dishonesty is taken seriously at Ambrose University College as it undermines our academic standards and affects the integrity of each member of our learning community. Any attempt to obtain credit for academic work through fraudulent, deceptive, or dishonest means is academic dishonesty. Plagiarism involves presenting someone else’s ideas, words, or work as one’s own. Plagiarism is fraud and theft, but plagiarism can also occur by accident when a student fails or forgets to give credit to another person’s ideas or words. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from the university college. Students are expected to be familiar with the policies in the current Academic Calendar that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean and become part of the student’s permanent record.

Students are strongly advised to retain this syllabus for their records.