



The Hebrew University of Jerusalem

Syllabus

social marketing - 55698

Last update 05-09-2021

HU Credits: 3

Degree/Cycle: 2nd degree (Master)

Responsible Department: Business Administration

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Dr. Tali Itkin

Coordinator Email: tali.itkin@mail.huji.ac.il

Coordinator Office Hours: Mon 17:00-18:00 by appointment

Teaching Staff:

Dr. Tali Itkin-Webman

Course/Module description:

In the modern consumer society, social purposes are promoted through classical marketing mix tools, in the same way consumer products are marketed, yet fundamentally different.

Social Marketing, a field once was exclusively dominated by specialized organizations (governmental and NGO's), has spread to affect business organizations as well. The pre-assumption for business involvement in the social arena is that a stable community supports business and social investment is a wise marketing strategy for strengthening the business brand.

Course/Module aims:

- *Getting to know the NGO sector.*
- *Providing current and advanced tools for conceptualization and analysis of social change activities.*
- *Understanding the guidelines and tools for building the 'shared value' for a business firm.*
- *Providing basic capabilities to apply Social Marketing tools to behavior modification of employees in organizations as well as users of technological systems.*
- *Getting to know advanced consumer behavior issues in Social Marketing and understanding the underlying behavioral mechanisms.*

Learning outcomes - On successful completion of this module, students should be able to:

- *Implement social marketing analysis tools to behavior modification processes;*
- *Evaluate social marketing orientation of NGO's;*
- *Plan, perform and monitor effective CSR (Corporate Social Responsibility) programs;*
- *Modify behavior of consumers, employees and users of complex systems through application of Social Marketing tools;*
- *Be familiar with current literature.*

Attendance requirements(%):

80%

Mandatory attendance in two guest lectures' class sessions. No absence will be permitted, unless under extremely exceptional circumstances.

Teaching arrangement and method of instruction: Lectures and discussions. Learning materials and forum discussions in the course' Moodle site are an integral part of the course.

Students are required to present a short review of 2-3 academic papers in a consumer behavior issue relevant to class discussions (teams of 3-4).

Course/Module Content:

- *Introduction to Social Marketing approach.*
- *Identifying consumers and beneficiaries*
- *Applying classical marketing mix into social change promotion*
- *Unique components of the social marketing mix*
- *Positioning of NGO's*
- *Developing an effective marketing program to promote social change*
- *Learning & behavior modification*
- *Fear appeal- does it work?*
- *Cognitive dissonance*
- *Decision processes- implications for the promotion of pro-social behavior*
- *Social dilemma- the conflict between individual & public goods*
- *Social norms*
- *Cause Marketing*
- *Corporate Social Responsibility & strategic cooperation*
- *Employee volunteering - where CSR and HR meet*
- *Applying Social Marketing tools to behavior modification of employees in organizations and users of technological systems.*
- *Concluding remarks & guidance towards final project*

*** 2-3 guest lectures will be integrated into the course meetings.*

Required Reading:

Detailed in the Moodle syllabus.

Additional Reading Material:

Detailed in the Moodle syllabus.

Course/Module evaluation:

End of year written/oral examination 0 %

Presentation 20 %

Participation in Tutorials 10 %

Project work 45 %

Assignments 25 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 0 %

Additional information: