

JAIPURIA INSTITUTE OF MANAGEMENT
PGDM; TRIMESTER IV; ACADEMIC YEAR 2018-19

1. Course Information

Course Code and Title	MKTM 417, Marketing Innovation for Social Change
Credits	3
Term and Year	Term-IV; AY 2018 -19
Course Pre-requisite(s)	Marketing Management
Course Requirement(s)	NA
Course Schedule (Day and time of class)	As scheduled by PMC
Classroom # (Location)	As allocated
Course Instructor	Maninder Singh
Email	mvasir@gmail.com
Telephone Number (for office appointments)	
Student Consultation Hours	Choice of faculty
Office location	Designated cabin

2. Course Overview

Marketing's insights, concepts and techniques can be applied outside the market place to tackle behaviorally driven social goals as organ donation, cancer prevention, traffic safety, recycling, public health, clean surroundings and global warming. It shows that Marketing is a means of influencing our behavior for the betterment of the individual and society. Amidst market implosions, environmental crises, on-going transitions of government and the jostling for position amongst developed and developing economies, the organizational landscape is changing. In this course, we will examine how processes of social innovation and the actions of social entrepreneurs are contributing to these changes. Major themes addressed in this course will be the emergence and development of social entrepreneurship and social innovation, the development of hybrid organizational forms, patterns of social investment and sustainability.

Social marketing links the individual to the collective, the consumer to the citizen and visa-versa. As a consequence, social marketing and its focus on social innovation, is a mechanism that shapes sustainable quality of life holistically.

Course Learning Outcomes:

After undergoing this course, the student will be able to:

- CLO1. Apply the basic concepts of Marketing Innovation (K)
- CLO2. Apply the basic concepts of Social Marketing and Social Change (K)
- CLO3. Critically differentiate between Social Marketing and other forms of marketing, assessing the impact of such interventions.(S)
- CLO4. Develop and formulate a Social marketing plan (S)
- CLO5. Implement ethical, environmental and sustainability concepts and practices in the social change process (S)

3. Mapping of CLOs with PLOs and GAs*

	PLO-1 Demonstrate Persuasive Communication skills.	PLO-2 Demonstrate Leadership and Teamwork towards achievement of organizational goals.	PLO-3 Apply relevant conceptual frameworks for effective decision-making	PLO-4 Develop innovative thinking for effective management	PLO-5 Demonstrate domain competency in a chosen sector	PLO6 Appreciate sustainable, ethical and legal issues in a given marketing context.	PLO-7 Leverage technologies marketing management	PLO-8 Demonstrate capability as an Independent learner
CLO1	X	X						
CLO2	X	X		X				
CLO3			X					
CLO4	X	X		X	X			X
CLO5						X	X	X

	GA 1 Self Initiative	GA 2 Deep discipline knowledge	GA 3 Critical thinking & problem solving	GA 4 Humility, teamwork & leadership skills	GA 5 Open & clear communication	GA 6 Global Outlook	GA 7 Ethical Competency & sustainable mindset	GA 8 Entrepreneurial & innovative
CLO1	X							
CLO2	X							
CLO3		X				X		
CLO4		X			X			X
CLO5		X	X	X			X	X

4. Text Book:

Kotler P, Lee N, (2008) Social Marketing, Influencing Behaviors for Good. Sage: London

5. Assessment

Assessment Component	Description	Weightage	CLO
Assessment 1: Class participation & Discussion Forum	<ul style="list-style-type: none"> All students are to participate in discussion in class and in the discussion initiated at discussion forum 2 sessions as per instructor choice Pre/In/beyond class: In class Feedback : Individual	10%	1,2,3
Assessment 2: Quizes	There will be three quizzes of MCQ(s), open ended questions and fill in the blank(s) type and will be conducted unannounced	10%	1,2,3,4,5

Assessment Component	Description	Weightage	CLO															
Assessment 3: Comprehensive Project	<p>This is a group activity. Each group would be allocated an industry by the faculty. The group members are required to select one social initiative in the given industry and analyze the MISC practices adapted by this initiative. The report should include the following:</p> <ol style="list-style-type: none"> 1. Brief background of the initiative. 2. MISC practices adopted in the organization. 3. Implementation and measurement of MISC strategy in the above organization. 4. A comparative assessment of the practices followed by the organization. 5. Suggestions to enhance the MISC effectiveness in the selected organization. <p>Data should be collected from secondary sources. There would be detailed discussions in the class regarding every aspect of the project. At the end of the course each group needs to present their project work.</p> <p>Presentation: In the presentation, each group would present the project work done by them. Presentations would be evaluated on the basis of content, structure, verbal communication and creativity in presenting the subject matter.</p> <p>Report: The report would contain the work done by them based on the secondary data collected by the group. It would follow the sequence suggested above. The report shall be of maximum ten pages, neatly typed.</p> <table border="1" data-bbox="539 1592 1082 2042"> <thead> <tr> <th>Sl. No.</th> <th>Description of activity</th> <th>Important dates</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Submit the name of the social initiative selected by you</td> <td>3rd session</td> </tr> <tr> <td>2.</td> <td>1st Progress Report</td> <td>11th session</td> </tr> <tr> <td>3.</td> <td>2nd Progress Report</td> <td>15th session</td> </tr> <tr> <td>4.</td> <td>Report</td> <td>20th session</td> </tr> </tbody> </table>	Sl. No.	Description of activity	Important dates	1.	Submit the name of the social initiative selected by you	3 rd session	2.	1 st Progress Report	11 th session	3.	2 nd Progress Report	15 th session	4.	Report	20 th session	20%	1,2,3, 4 and 5
Sl. No.	Description of activity	Important dates																
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2.	1 st Progress Report	11 th session																
3.	2 nd Progress Report	15 th session																
4.	Report	20 th session																

	5.	Presentation	23 rd and 24 th sessions		
Assessment 4: Mid-Term Exam	<ul style="list-style-type: none"> This will consist of application based situational questions and conceptual questions from the syllabus till the date of mid term Individual assessment After 12 sessions Pre/In/beyond class: Beyond class Feedback: Evaluated answer scripts 	20%	1, 2, 3		
Assessment 5: End-Term Exam	<ul style="list-style-type: none"> Description: Conceptual and application based questions. As per schedule Feedback: Evaluated answer scripts 	40%	1,2, 3, 4, 5		

6. Session Plan

Session	Topic/ Sub Topic	Reading Reference	Pedagogy	Session Learning Outcomes	CLO
Module 1 – Theoretical origin and foundations of Social Marketing and Social Innovation					
1.	<ul style="list-style-type: none"> Discussion of Course Outline Discussion on Course Expectations 		Class Discussion	To outline the role and importance of marketing innovation in the economy	1,2
2.	<ul style="list-style-type: none"> Introduction to Innovation What is Innovation? Innovation & Invention Marketing Innovation Process 	Text, Chp. 1	Class Discussion	To understand the process of Marketing Innovation	1,2
3.	<ul style="list-style-type: none"> What is Social Marketing Why Social Marketing is Important? 	Community Tool Kit –University of Kansa Initiative https://ctb.ku.edu/en/sustain/social-marketing/overview/main	Arvind Eye Care Case Study	To recognize the impact of Innovation on Social Change	1,2
4.	Social Issues in the 21 st century and their impact		Grameen Bank	Impact of Innovation on Social Change	1,2
5.	Difference between Social Marketing and Commercial Marketing	Ref. Social Marketing-Improving the quality of life-Philip Kotler, Ned Roberto & Nancy Lee Ch. 1	Class Discussion	To understand the salient differences between Social and Commercial Marketing	3

Session	Topic/ Sub Topic	Reading Reference	Pedagogy	Session Learning Outcomes	CLO
6.	<ul style="list-style-type: none"> Role of Innovation in Social Change Benefits of Social Issues from Social Marketing 		Warana-Cooperatives Case Study	To understand the benefits of Social Marketing	3
7.	<ul style="list-style-type: none"> Why should you use a social marketing approach? When should you run a social marketing campaign? 	https://ctb.ku.edu/en/table-of-contents/sustain/social-marketing/conduct-campaign/main	Class Discussion	To understand the benefits of using social marketing approach	3
8.	<ul style="list-style-type: none"> How do you manage a social marketing campaign? 		Pulse Polio-India Case Study	To understand the importance of managing a social marketing campaign	3
9.	<ul style="list-style-type: none"> Listening to those whose behavior matters Why listen to the people whose behavior you're trying to change? 	https://ctb.ku.edu/en/table-of-contents/sustain/social-marketing/listen-to-those-whose-behavior-matters/main	Class Discussion	Importance of Sense & respond	3
10.	<ul style="list-style-type: none"> Who are the people to whom you need to listen? 		Family Planning Case Study -India	To understand the role of influencers in Social Change.	3
11.	<ul style="list-style-type: none"> How do you contact those whose behavior matters? 	https://ctb.ku.edu/en/table-of-contents/sustain/social-marketing/listen-to-those-whose-behavior-matters/main	E-Chaupal ITC Case study	To understand the importance of connecting with the key stake holders	3
12.	<ul style="list-style-type: none"> How do you listen to those whose behavior matters? 	https://ctb.ku.edu/en/table-of-contents/sustain/social-marketing/listen-to-those-whose-behavior-matters/main	Class Discussion	To understand the importance of connecting with the key stake holders	3

Module 2 – Social Marketing Planning					
13.	Steps in the Social Marketing Planning Process 1. The Social Marketing Environment	Ref. Social Marketing- Improving the quality of life- Philips Kotler, Ned Roberto & Nancy Lee Ch. 2	ICICI Bank Micro Finance Case Study	To understand the importance of Social Marketing as a process.	4
14.	2. Select the Target Audience	https://ctb.ku.edu/en/table-of-contents/structure/strategic-planning	Casa Bahai Case Study	To understand the importance of selecting a target audience	4
15.	3. Set Objectives& Goals	Ref. Social Marketing- Improving the quality of life- Philips Kotler, Ned Roberto & Nancy Lee Ch. 5,6,7	Jaipur Foot Case Study	To understand the criticality of setting the objectives	4
16.	4. Analyze target audience and the competition	Ref. Social Marketing- Improving the quality of life- Philips Kotler, Ned Roberto & Nancy Lee Ch. 5,6,7	Class Discussion	To understand the importance of understanding competition in context with the target audience	4
17.	5. Social Marketing Strategies	Ref. Social Marketing- Improving the quality of life- Philips Kotler, Ned Roberto & Nancy Lee Ch. 8,9,10,11,12,13	Class Discussion	To understand the various social marketing strategies which can deliver results	4
18.	6. Develop a plan for evaluating and monitoring	Ref. Social Marketing- Improving the quality of life- Philips Kotler, Ned Roberto & Nancy Lee Ch. 14	Class Discussion	Importance of monitoring and evaluation of a social marketing initiative	4

Module 3-Strategies for the Long-term sustainability of an Initiative					
19.	Plan for sustainability	https://ctb.ku.edu/en/table-of-contents/sustain/long-term-sustainability/overview/main	Class Discussion	To understand the importance of sustainability of social change	5
20	Plan for sustainability	https://ctb.ku.edu/en/table-of-contents/sustain/long-term-sustainability/overview/main	Class Discussion	To understand the importance of sustainability of social change	5
21	Why and When should you plan for Sustainability?	https://ctb.ku.edu/en/table-of-contents/sustain/long-term-sustainability/overview/main	Class Discussion	To understand the reasons for why and when of planning sustainability.	5
22	Why and When should you plan for Sustainability?	https://ctb.ku.edu/en/table-of-contents/sustain/long-term-sustainability/overview/main	Class Discussion	To understand the reasons for why and when of planning sustainability.	5
23.	Project Presentations			To capture internalization of the concepts	ALL
24.	Project presentations			To capture internalization of the concepts	ALL

References:

1. French, J., Blairs-Stevens, C., McVey, D., and Merritt, R., (2010), Social Marketing and Public Health, Theory and Practice, Oxford Press, UK.
2. Weinrich, HK 2011, Hands-on social marketing: a step-by-step guide to designing change for good, Second Edition, Sage Thousand Oaks, CA
3. Andreasen, A.R. (2006). Social Marketing in the 21st century. London, UK: Sage.

RUBRICS FOR ASSESSMENT COMPONENTS

RUBRICS FOR QUIZ

UNSATISFACTORY	MINIMAL	PROFICIENT	EXEMPLARY
ONLY UP TO 30% ANSWERS ARE CORRECT	BETWEEN 31 – 60% ANSWERS ARE CORRECT	BETWEEN 61 – 80% ANSWERS ARE CORRECT	MORE THAN 80% ANSWERS ARE CORRECT
A very few of the concepts are clear and student is unable to understand the same.	A few of the concepts are clear and understood by student.	Majority of concepts are clear and understood by student.	Most of concepts are clear and understood by the student.

RUBRICS FOR WRITTEN ASSIGNMENT

CRITERIA	INADEQUATE	ADEQUATE	ABOVE AVERAGE	ADVANCED
	Less than 30%	Between 31-60%	Between 61-80%	Above 80%
Content	Demonstrates some thinking and reasoning but ideas are largely underdeveloped.	Indicates thinking and reasoning with original thought on a few ideas.	Indicates original thinking and develops ideas with sufficient evidences.	Demonstrates synthesis of ideas, and indepth analysis.
Grammar	Many spelling, punctuation, and grammatical errors.	Frequent spelling, punctuation, and grammatical errors.	A few spelling, punctuation, and grammatical errors.	Evidently no spelling, punctuation, and grammatical errors.
Organization	Incoherent flow of the thematic topics offered.	Demonstrates logical flow of the theme/ topics offered. Some points are missing.	Coherent and specified flow of the theme/ topics offered. Overall unity of ideas present.	Completely as per defined matrices and clearly leads to logical conclusion.
Format & style	Fails to follow prescribed format & style is mostly elementary.	Follows prescribed format to a limited sense & style is simple.	Follows prescribed format majorly & sentence variety used effectively.	Follows prescribed format in detail & sentence variety used quite effectively.

RUBRICS FOR GROUP PRESENTATION

CRITERIA	DEVELOPING	PROFICIENT	ADVANCED
Structure	Presentation lacked clear structure	Basic recommended structure was followed	Good use of IT interface and marketing concepts in making a well-structured presentation
Communication	Most group members could not convey clearly what they had to share	Group members conveyed clearly The arguments were not well developed	Group members conveyed clearly The arguments were well developed
Group Dynamics	No demonstrated coordination	Group members appear to have contributed, however coordination missing	Good contribution of group, good coordination, one-two members in the lead
Overall defense of the presentation (Q/A)	The group was not able to clearly defend the presentation.	The group explained the components of presentation to a limited extent; members appeared disjointed and clear reasoning missing.	The group was able to clearly defend all the components and the justifications offered were satisfactory.

RUBRICS FOR MID TERM & END TERM

UNSATISFACTORY	MINIMAL	PROFICIENT	EXEMPLARY
ONLY UP TO 30% ANSWERS ARE CORRECT	BETWEEN 31 – 60% ANSWERS ARE CORRECT	BETWEEN 61 – 80% ANSWERS ARE CORRECT	MORE THAN 80 % ANSWERS ARE CORRECT.
Most of the concepts are not clear and student is unable to understand the same.	A few of the concepts are clear and understood by student.	Many of the concepts are clear and understood by student.	Most of concepts are clear and understood by the student.

Institute's Policy Statements

The student is required to have a clear comprehension of the specific details included in this document. This course requires a significant commitment in and outside classroom. The learning tasks in this course include class discussions, pre reads, beyond classroom activities and self-study. In addition, students are required to complete the various assignments.

Late Submission

Late submission of assignments will attract penalty (in the form of marks deduction).

Plagiarism:

Plagiarism is looked at as the presentation of the expressed thought or work of another person as though it is one's own without properly acknowledging that person.

Cases of plagiarism will be dealt with according to Plagiarism Policy of the institute. It is advisable that students should read the Student Handbook for detailed guidelines. It is also advisable that students must not allow other students to copy their work and must take care to safeguard against this happening. In cases of copying, normally all students involved will be penalized equally; an exception can be made if a student can demonstrate the work as their own and reasonable care was exercised to safeguard against copying.