



BUSINESS SCHOOL
Te Kura Pakihi

Department of Marketing Te Mātauranga Tokoka

SEMESTER TWO 2023

MART449: Creative Marketing for Behaviour Change, Sustainability and Social Good

Paper Description and Aims

Now more than ever marketing needs to respond to increasing environmental and social challenges – like climate change – that are driving the degradation of our natural and social worlds. This paper introduces postgraduate students to the theory of creative marketing and tasks them with applying it to encourage behaviour change specifically in the contexts of environmental conservation, sustainable development and social change. The course is distance-taught for students interested in behaviour change strategies and creative marketing, with a particular focus on using visual storytelling and filmmaking. The paper centres on the application of creative marketing strategies, concepts and techniques to influence human behaviour, with the objective of advancing environmental conservation and sustainable outcomes. The approach of behaviour change marketing is grounded in understanding one's target audience to create sustainable and meaningful change. Here, insights from marketing, social psychology and social science research can help organisations design targeted outreach campaigns and can help practitioners understand how to implement community based social marketing and conservation initiatives. Understanding how to research, develop and produce marketing content, using storytelling, multimedia and video production skills, and how to use it in a variety of behaviour change contexts will provide students with contemporary skills that are increasingly sought after by business, government agencies as well as non-governmental organisations and non-profit environmental organisations.

Semester Two

0.1667 ECTS

20 points

Teaching Staff

Lecturer: Paper Coordinator

Name: Dr Wiebke Finkler

Office: OBS 4.19

Email: wiebke.finkler@otago.ac.nz

Office Hours: Please refer to Blackboard

You should contact Wiebke Finkler with any administrative enquiries about the paper.

All requests for late submissions of assignments should be addressed to Dr Mathew Parackal

Email: mathew.parackal@otago.ac.nz

Expectations for Staff Response Time to Email Enquiries – 9am to 5pm, Monday to Friday, email response will generally be within 48 hours. Please be aware that staff are not available to respond to emails between 5pm Friday and 9am Monday.

Paper Delivery

Lecture Day/Time: Wednesday 12:00-2:00pm Online

Room: Blackboard

The paper consists of 13 weekly seminar style lecture modules. Every week students must complete the online lecture and lab modules and associated tasks. Lecture modules present the key conceptual material through applied learning, discussion and online interaction between teaching staff and students. Lectures are supported by readings and readings are provided as part of the online modules.

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Calendar The calendar (in this outline) details scheduling information. Note that this calendar may change as the paper proceeds. Any changes will be announced at lectures and be detailed on Blackboard.

Students are expected to prepare for and attend all classes to gain full benefit from the course

These activities should be prepared for by reviewing information detailed on Blackboard and completing any assigned readings. Unless stated otherwise, all aspects of the course are examinable.

Expectations and Workload

MART449 is a 20 point paper. As a general guide, 1 point represents study in formal instruction or independent study for 12 hours, made up of a combination of online lecture modules and lab assignments and readings. As a result you should anticipate spending approximately 240 hours on this subject over the duration of the semester.

Textbook Information

Provided as part of online learning modules.

Calendar

Week	Week Commencing+	Topic
1	10 July	Course Introduction
2	17 July	Narrative Persuasion
3	24 July	Behaviour Change Marketing
4	31 July	The Strategic Marketing Process
5	7 August	Creating Affective Images
6	14 August	Video Production Techniques
7	21 August	New Technologies <i>Student campaign presentations</i>
28th Aug to 1st Sep Mid Semester Break		
8	4 September	Video Editing
9	11 September	Campaign Project Session & Case Studies
10	18 September	Cross-Cultural Marketing
11	25 September	Industry insights
12	2 October	Creative consultation
13	9 October	<i>Student presentations and peer review</i>

*** First week of Semester 2 is ACADEMIC WEEK 28**

Lectures end Friday 13 October

University Exam Period Second Semester Begins Wednesday 18 Oct

Ends Saturday 11 Nov

Assessment

All material presented is examinable (except where stated otherwise) by assignments and the final examination. All-important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures and, where appropriate, detailed on Blackboard. *Students are responsible for ensuring that they are aware of this information, keeping track of their own progress, and catching up on any missed classes.*

Assessment	Due date	% of final grade
Assessment 1 (20%): Write & visualise a story using relevant story structures.	5pm, 27 July	20
Assessment 2 (30%): Develop behaviour change campaign	5pm 23 August	30
Assessment 3 (50%): Campaign Project	5pm 11 October	50

Assessment Format

See above

Late Assignments

Assignments received up to 24 hours after the deadline will have 10 marks deducted from the available grade for the piece of assessment (i.e. a 78% becomes a 68%). Assignments received between 24 - 48 hours after the deadline will have 20 marks deducted from the available grade. Assignments received 48 hours after the deadline will not be marked and there will be no grade given.

If you are required to submit both an electronic and hardcopy of your assignment both need to be submitted on time. If only one of the versions of your assignment (i.e., hardcopy or electronic) is submitted on time and the other version is submitted late then you will receive half of the penalty associated with the respective late submission.

Learning Outcomes

Learning Outcome	Assessment 1	Assessment 2	Assessment 3	Total
To develop advanced research skills focused on behaviour change, and to critically analyse and generate solutions to complex and sometimes unpredictable environmental conservation and social problems		x	x	
To develop advanced technical knowledge in visual storytelling and production skills including filmmaking, creative design and copywriting	x		x	
To apply specialised cognitive skills to critically analyse, reflect on and synthesise complex behaviour change information, problems, concepts and theories		x	x	
To apply advanced creative skills and strategies for developing and executing creative marketing behaviour change initiatives		x	x	
Total	20	30	50	100

Academic Integrity

Academic integrity means being honest in your studying and assessments. It is the basis for ethical decision-making and behaviour in an academic context. Academic integrity is informed by the values of honesty, trust, responsibility, fairness, respect and courage. Students are expected to be aware of, and act in accordance with, the University's Academic Integrity Policy.

Academic Misconduct, such as plagiarism or cheating, is a breach of Academic Integrity and is taken very seriously by the University. Types of misconduct include plagiarism, copying, unauthorised

collaboration, submitting work written by someone else (including from a file sharing website, text generation software, or purchased work) taking unauthorised material into a test or exam, impersonation, and assisting someone else's misconduct. A more extensive list of the types of academic misconduct and associated processes and penalties is available in the University's Student Academic Misconduct Procedures.

It is your responsibility to be aware of and use acceptable academic practices when completing your assessments. To access the information in the Academic Integrity Policy and learn more, please visit the University's Academic Integrity website at www.otago.ac.nz/study/academicintegrity, or ask at the Student Learning Centre (HEDC) or the Library, or seek advice from your paper co-ordinator.

For further information:

Academic Integrity Policy

<http://www.otago.ac.nz/administration/policies/otago116838.html>

Student Academic Misconduct Procedures

<http://www.otago.ac.nz/administration/policies/otago116850.html>

Turnitin on Blackboard

Turnitin is a text-matching software tool which reports matches between sections of student work submitted to it, and other material to which Turnitin has access (i.e. material available via the internet, and content of other student assignments which have previously been submitted to Turnitin). Turnitin is also often referred to as a plagiarism detection tool. All assignments submitted electronically through Blackboard are uploaded via Turnitin, and the report is available to the marker. You may be able to check your draft assignment via Turnitin before you submit your final assignment. Full instructions and guidance for the use of Turnitin can be found at: <https://help.otago.ac.nz/blackboard/assessing-your-students/turnitin/turnitin-for-students/>

Concerns about the Paper

We hope you will feel comfortable coming to talk to us if you have a concern about the paper. The Paper Co-ordinator will be happy to discuss any concerns you may have. Alternatively, you can report your concerns to the Class Representative who will follow up with departmental staff. If, after making approaches via these channels, you do not feel that your concerns have been addressed, there are University channels that may aid resolution. For further advice or more information on these, contact the departmental administrator or head of department.

Disclaimer

While every effort is made to ensure that the information contained in this document is accurate, it is subject to change. Changes will be notified in class and via Blackboard. Students are encouraged to check Blackboard regularly. It is the student's responsibility to be informed.