Marketing Department  
Course Number - MKT3240 T01, Summer 2014

Course Name – Social Marketing

Instructor: Darryl Hammond  
E-mail: hammondr@cc.umanitoba.ca

Office: 674 Drake  
Office Hours: (6:00 p.m. T/Th By appointment Rm 674)

Class Meeting Time:  T/Th 7:00 to 9:45 p.m.  
Room No: 136 Drake

Prerequisite Information  
Fundamentals of Marketing MKT 2210 (formerly 118.221)

Required Text Book  

Final Letter Grade Conversion Table

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Grade</th>
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<tr>
<td>90 + %</td>
<td>A+</td>
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<tr>
<td>80-89 %</td>
<td>A</td>
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<td>77-79 %</td>
<td>B+</td>
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<tr>
<td>70-76 %</td>
<td>B</td>
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<tr>
<td>67-69 %</td>
<td>C+</td>
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<td>60-66 %</td>
<td>C</td>
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<td>50-59 %</td>
<td>D</td>
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<td>&lt; 50 %</td>
<td>F</td>
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Important Dates
1. Midterm Test: May 27 in class
2. Group Assignment due date: June 12
   Assignments submitted after the due date will be penalized 20% per day (or part thereof) up to 100%. Any assignment received 5 days after the due date will be automatically graded as 0%.
3. Final Test: Saturday, June 21 at 9:00AM
4. Final Voluntary Withdrawal date w/o academic penalty: June 10
   Any student considering the VW option is advised to speak with the professor well in advance.

Course Objectives/Learning Outcomes
5. This course is a study of the theory and methods of successful social marketing. It builds on fundamental and proven marketing principles. Students will analyze how traditional marketing theory and polices have been used to develop environmentally and socially conscious ideals.

Evaluation Criteria
6. Group Assignment – Written Report and 15 minute Oral Presentation (20% + 10% respectively)
   The term assignment consists of writing a 10 page research report, in English, on a topic either given by the professor or chosen by group members and approved in advance by the professor. The challenge is to develop an effective social marketing-based campaign. Allocation to a group will be done by the professor on the basis on randomly assigned names on the register and change of group is not permitted. Approved outlines are recommended. Time in class for group work will be limited so external meetings will be required to complete the project. Presentation date/time will be determined by random draw. Note: All students must contribute equally to both the written assignment and the oral presentation to be
fully considered for a grade. Also, a signed student contract and self-assessment will be used, in part, to determine the grade of individual students.

7. Midterm Exam (40%)
The Midterm Exam will be written during regular class time. No electronic devices of any kind will be permitted in the exam room. Paper dictionaries may be allowed with prior review and approval.

8. Final Exam (30 %)
Students are not required to bring proof of identification. No electronic devices of any kind will be permitted in the exam room. Paper dictionaries may be allowed with prior review and approval.

**Plagiarism, Cheating, and Misuse of Computer Facilities,**
These serious offenses carry sanctions up to and including dismissal. Be sure that you have read and understand the relevant sections of the University of Manitoba Calendar. Ignorance is no excuse.

**IMPORTANT: Effective September 1, 2013,** the U of M will only use your university email account for official communications, including messages from your instructors, department or faculty, academic advisors, and other administrative offices. If you have not already been doing so, please send all emails from your UofM email account. Remember to include your full name, student number and faculty in all correspondence.

For more information visit: [http://umanitoba.ca/registrar/e-mail_policy](http://umanitoba.ca/registrar/e-mail_policy)

<table>
<thead>
<tr>
<th>Course Number - MKT3240 T01</th>
<th>Course Name – Social Marketing</th>
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<tbody>
<tr>
<td><strong>DATE</strong></td>
<td><strong>Topic</strong></td>
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<tr>
<td>Week 1</td>
<td>May 6, 8</td>
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<td>Week 2</td>
<td>May 13, 15</td>
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<td>Week 3</td>
<td>May 20, 22</td>
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<td>Week 4</td>
<td>May 27</td>
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<td>May 29</td>
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<td>Week 5</td>
<td>June 3</td>
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<td>Week 6</td>
<td>June 10, 12</td>
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<td><strong>Group report due on June 12th</strong></td>
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<td>Week 7</td>
<td>June 17, 19</td>
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<td><strong>June 21 - 9:00 a.m. to noon</strong></td>
<td>Final Test</td>
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**Academic Integrity**

It is critical to the reputation of the I.H. Asper School of Business and of our degrees that everyone associated with our faculty behave with the highest academic integrity. As the faculty that helps create business and government leaders, we have a special obligation to ensure that our ethical standards are beyond reproach. Any dishonesty in our academic transactions violates this trust. Page 26 of the University of Manitoba General Calendar addresses the issue of academic dishonesty under the heading "Plagiarism and Cheating". Specifically, acts of academic dishonesty include, but are not limited to:

- using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words
- duplicating a table, graph or diagram, in whole or in part, without referencing the source
- paraphrasing the conceptual framework, research design, interpretation, or any other ideas of another person, whether written or verbal (e.g., personal communications, ideas from a verbal presentation) without referencing the source
- copying the answers of another student in any test, examination, or take-home assignment
- providing answers to another student in any test, examination, or take-home assignment
- taking any unauthorized materials into an examination or term test (crib notes)
- impersonating another student or allowing another person to impersonate oneself for the purpose of submitting academic work or writing any test or examination
- stealing or mutilating library materials
- accessing tests prior to the time and date of the sitting
- changing name or answer(s) on a test after that test has been graded and returned
- submitting the same paper or portions thereof for more than one assignment, without discussions with the instructors involved.

**Group Projects and Group Work**

Many courses in the I.H. Asper School of Business require group projects. Students should be aware that group projects are subject to the same rules regarding academic dishonesty. Because of the unique nature of group projects, all group members should exercise special care to ensure that the group project does not violate the policy on Academic Integrity. Should a violation occur, group members are jointly accountable unless the violation can be attributed to a specific individual(s).

Some courses, while not requiring group projects, encourage students to work together in groups (or at least do not prohibit it) before submitting individual assignments. Students are encouraged to discuss this issue as it relates to academic integrity with their instructor to avoid violating this policy.

In the I.H. Asper School of Business all suspected cases of academic dishonesty are passed to the Dean's office in order to ensure consistency of treatment.
UNIVERSITY OF MANITOBA  
Faculty of Management  
Medical Absenteeism Form

Student Identification: (please print clearly)

Last Name ___________________________ First Name ___________________________  Middle Initial  U of M Student ID # ___________________________

I hereby authorize ___________________________________________ to verify with the attending physician or his/her staff or colleagues that the contents of this form are true.

(Name of Instructor/Administrator)

__________________________  ______________________________  
Student’s Signature  Date

To be completed by the attending physician: (after the above section is completed)

__________________________  ______________________________  
Physician’s Last Name (please print clearly)  Physician’s First Name  Middle Initial

Street Address ______________ City, Province __________________ Postal Code

Telephone Number __________________ Fax Number

To the attention of the physician: Your evaluation of the student’s condition is being used for the purpose of determining whether or not the student has a valid reason to miss an important exam or assignment. Your professional evaluation is necessary to ensure that only valid cases are excused.

I certify that the nature of the student’s condition is severe enough to prevent the student from taking an exam or completing an assignment. If requested, my associates or I will verify for the above-named instructor/administrator that this information is accurate.

The student’s condition will likely span the following dates:

(indicate start date) ____________________________
until ____________________________
(indicate end date)

__________________________  ______________________________  
Physician’s Signature  Date

Notes to physician:
• Please make a note in the student/patient’s file indicating that the student has given the above-named instructor/administrator permission to verify with you, your staff, or your colleagues, that the information contained on this form is correct. Thank you for your professional evaluation of this student’s condition.
• PLEASE ATTACH THIS FORM TO YOUR REGULAR OFFICE STATIONERY THAT INDICATES THE STUDENT VISITED YOUR OFFICE.

Note to student:
• The use of this form is at the option of the student. However, in order to obtain an excused absence for an assignment or exam, the student must obtain a doctor’s certification that the student’s condition is severe enough to prevent the student from taking the exam or completing the assignment.
• It is NOT SUFFICIENT to provide a note that only indicates the student visited the doctor’s office.
Group Project Grade Allocation Contract

This contract sets out the terms by which individual grades will be determined for the Group Project evaluation exercise.

This executed contract will indicate your group’s decision as to how the group grade pool discussed in the assignment specifications should be allocated among the members of the group on a percentage basis, based on your joint evaluations of each member’s respective contributions to the project.

This allocation must have the unanimous consent of all group members, signified by their signatures below. If it should prove impossible to achieve such a consensus, then the issue can be submitted to “binding arbitration” by the instructor, but at a cost of 20% of the points in the group grade pool. This option should be avoided.

Student Percentage
Group members (please print) number allocation % Student signature
1. ________________________ __________ ______ % _______________________
2. ________________________ __________ ______ % _______________________
3. ________________________ __________ ______ % _______________________
4. ________________________ __________ ______ % _______________________
5. ________________________ __________ ______ % _______________________
6. ________________________ __________ ______ % _______________________

Average allocation must equal 100 %

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