

Department of Marketing | Te Mātauranga Tokoka

Otago Business School | Te Kura Pakihi

Semester Two | Kaupeka Tuarua
2024

MART449 Creative Marketing for Behaviour Change, Sustainability and Social Good

Nau Mai Haere Mai

Welcome | Afio Mai | Aere Mai | Mālō e me'a mai | Fakatalofa atu | Bula |
Fakalofa lahi atu | Ulu tonu mai

Course Description and Aims | *Whāinga o te Akoranga*

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 EFTS

20 points

Teaching Staff | *Kaiako*

Course Coordinator

Name: Dr Wiebke Finkler
Office: OBS 4.19
Email: wiebke.finkler@otago.ac.nz
Office Hours: Please refer to Teams and X-Otago

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

Course Information | *Mōhiohio akoranga*

Lecture Day/Time: Wednesday 12:00-2:00pm
Course Platform: Teams and X-Otago

The paper consists of 13 weekly lecture modules hosted on the X-Otago and Teams platform as part of asynchronous distance learning. Weekly modules are released every Wednesday at 12pm. The modules are video-centric and have been produced specifically for MART449 by the course team. Every week students must complete all of the online lecture and lab readings and videos and complete associated exercises and interactive discussions. Lecture modules present the key conceptual material through theoretical contributions, applied learning and group discussions. Students are assessed on their active participation in the course including group discussions and responses to online questions (10% of final mark). Lectures are supported by readings and readings are provided as part of the online modules. Most of the course can be completed by students in their own time over the course of each week. LIVE sessions will run as part of a live Team meeting on the scheduled weeks and are recorded for anyone unable to attend.

Calendar The calendar (in this outline) details scheduling information. Note that this calendar may change as the paper proceeds. Any changes will be announced via Teams and X-Otago.

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 Teams and X-Otago and completing any assigned readings. Unless stated otherwise, all aspects of the course are examinable.

Expectations and Workload | *Te Nui o te Mahi*

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

Textbook Information and Course Learning Resources | *Pukapuka Kaupapa*

Relevant readings provided as part of online learning modules. To take part in this distance course, students are required to provide their own gear including digital cameras or mobile phones for filming purposes. As a minimum requirement, students need to have a device that is capable of capturing HD 1080p video. Most modern mobile devices (i.e. cell phones, tablets, digital cameras) are capable of capturing media to these minimum requirements. Students will need to provide their own external hard drive for storing their creative portfolio and assignments, including video footage and for project editing purposes. Students need access to a computer including a video editing software of their choice such as iMovie, Premiere Pro, Final Cut Pro or DaVinci resolve. Students are advised to use a 500 GB external hard drive (or other media storage platform), used solely for MART449.

Calendar | *Maramataka*

Week	Week Commencing*	Topic
1	15 July	Introduction to Behaviour Change, Sustainability and Social Good. Storytelling & Persuasion
2	22 July	Visual Storytelling & Strategic Marketing
3	29 July	Behaviour Change Theories <i>Assessment 1 due 5pm 31st July</i>
4	5 August	Social Marketing & Behaviour Change Insights Individual Project Consultation (Part 1)
5	12 August	Creating Affective Images – Exercise Individual Project Consultation (Part 2)
6	19 August	Creative Case Studies <i>Assessment 2 due 5pm 22nd August</i>
7	26 August	Filmmaking Part 1
Mid Semester Break 2nd – 6th September		
8	9 September	Filmmaking Part 2
9	16 September	Video Editing Part 1 Project Consultation (Part 1)
10	23 September	Video Editing Part 2 Project Consultation (Part 2)
11	30 September	Culture & Creative Communication
12	7 October	Marketing Sustainable Tourism Management
13	14 October	New Technologies in Media & Communication <i>Assessment 3 due 5pm 16th Oct</i>

*** First week of Semester 2 is ACADEMIC WEEK 29**

Lectures end Friday 18 October

**University Exam Period Second Semester Begins Monday 21st October until
Saturday 9th November.**

Assessment | Aromatawai

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 story using behaviour change element and relevant story structures.	5pm 31 st July	20
Assessment 2 (30%): Research and develop behaviour change campaign idea	5pm 22 nd August	30
Assessment 3 (40%): Creative Campaign Project	5pm 16 th October	40
Participation in Online Discussions and Exercises (10%)	Weeks 1-13	10

Assessment Format

Details provided on MART449 Teams Site

Referencing Style

For this course the referencing style is APA. Style guides are available on the University Library website: <https://www.otago.ac.nz/library/referencing/index.html>

Late Assignments

The standard late penalty shall be 5% of the maximum mark per day late or part thereof.

For example, assignments received up to 24 hours after the deadline will have 5% deducted from the available grade for the piece of assessment (i.e. a 78% becomes a 73%). Assignments received between 24 - 48 hours after the deadline will have 10% marks deducted from the available grade (i.e. 78% becomes 68%). An additional 5% penalty will be applied for every day late. Assignments submitted after seven days of the deadline, or after feedback is returned if this is less than seven days, will not be marked.

All penalty timeframes are inclusive of weekends, public holidays and university semester breaks and closure times.

Learning Outcomes | *Hua Akoranga*

Learning Outcome	Assessment One	Assessment Two	Assessment Three	Overall Reflection	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	x	
To develop advanced technical knowledge in visual storytelling and production skills including filmmaking, creative design and copywriting	x		x	x	
To apply specialised cognitive skills to critically analyse, reflect on and synthesise complex behaviour change information, problems, concepts and theories		x	x	x	
To apply advanced creative skills and strategies for developing and executing creative marketing behaviour change initiatives		x	x	x	
	20	30	40	10	100

Academic Integrity | *Pono-ā-wānanga*

Students should ensure that all submitted work is their own. Plagiarism is a form of academic misconduct (cheating). It is defined as copying or paraphrasing another's work and presenting it as one's own. Any student found responsible for academic misconduct in any piece of work submitted for assessment shall be subject to the University's dishonest practice regulations, which may result in serious penalties, including forfeiture of marks for the piece of work submitted, a zero grade for the course, or in extreme cases, exclusion from the University. The University of Otago reserves the right to use plagiarism detection tools.

Students are advised to inform themselves about University policies concerning dishonest practice and take up opportunities to improve their academic and information literacy. If necessary, seek advice from academic staff, or the Student Learning Centre. The guideline for students is available at this link: <https://www.otago.ac.nz/study/academicintegrity/index.html>

Further information about the Academic Integrity Policy, the Student Academic Misconduct Procedures and the Academic Integrity can be found through the links below. The Academic Integrity website in particular has a number of useful links and suggestions as to where students can get help with referencing issues.

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

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

Concerns about the Course | *Ngā māharahara mō te akoranga*

We hope you will feel comfortable coming to talk to us if you have a concern about the course. The Course 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 | *Kupu Whakatonu*

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.