

## Assessment 2

### Develop a Social Marketing Campaign – Practical Demonstration

#### **Purpose:**

Develop a Social Marketing Campaign to address a real issue within the theme of **Responsible Consumption**.

This individual assessment contributes 30% to your overall grade and it is equivalent to 1500 words.

#### **Expectations:**

Look into the details provided in the assessment instruction below and demonstrate your ability in **developing a social marketing campaign plan proposal (weigh 25%) and a one-page poster (5%)**.

#### **Instructions**

In developing the Social Marketing plan, you will identify a segment that need to change behavior and elaborate how the campaign content can be designed to meet the specific needs of the segment. You will also include all the strategies that necessary to assure the success of the campaign.

For this assignment you can use the **eight-step process of campaign planning in social marketing** that discussed in detail in Week 5. Kindly use the following outlines as your assignment structure:

#### **Title page**

##### **Eight-step process (1300 words)**

1. Define Problem Statement and audience segment
2. Situations Analysis – discuss the forces and barriers in achieving the desired behaviour change
3. Set Goals and Objectives -clearly state what behaviour you intend to change
4. Develop Key Messages - craft persuasive, engaging content tailored to the target audience.
5. Communication Strategies - indicate how the organisation can reach its target publics
6. Activities – duration and engagement strategy.
7. Activation Plan and Budget
8. Evaluation - define how you will measure performance/progress.

*Note: This assignment requires you to prepare a marketing plan so you can use point forms in your report. Select and discuss only relevant key points in the eight-step process.*

**One-page Poster** – refer to notes in week 8 on message framing/presentation of information (200 words)

#### **References**

Refer to 'Assessment Task 2' – rubric

### **Submission Guidelines**

You should submit using the LMS submission link for this assignment. Remember that, the report should:

- a) Provide title of the assignment (state the social problem and target audience), student full name and student number, subject code and title, and name of the tutor.
- b) Write approximately 1500 words (+/- 10%).
- c) You are encouraged to include relevant tables, graphs, and figures (whichever is applicable). Each illustration should have a caption stating the source, date and brief description of what is shown.
- d) Table of content, references and appendices not included in the word limit.
- e) Do not provide executive summary
- f) Use Calibri 12 point font, 1.5 line spacing
- g) Reference carefully using the APA 7 referencing system. Students must use at least 5 academic references, then may use any number of other resources (e.g. industry/company reports).
- h) Include an in-text citation when you refer to, summarize, paraphrase, or quote from another source.
- i) Start a new paragraph when a new or different point/topic/issue is to be discussed.
- j) Avoid writing lengthy sentences and large paragraphs.
- k) Demonstrate ability to present a well written and well-structured report.

### **Recommended reading resources:**

Check Week 5 'Week in Review' for reading resources.

### **Text similarity:**

You can submit your draft twice to check the Turnitin score but this has to be done 24 hours prior to the deadline. Please keep the Turnitin text similarity score at a minimum (recommend below 15%). Assignments with poor referencing, or 25% similarity score or higher may be penalized and referred to Academic Integrity team.

### **Extensions:**

Teaching staff will not be able to grant extensions to students. Students can seek extensions using the Special Consideration link. Link information available on the subject learning guide.

### **Responsible Consumption Based Themes:**

Following are examples of Responsible Consumption based themes that you can use for this assignment. These are just examples and you are encouraged to use your own issue for behaviour change.

- Conscious Consumerism
- Fair Trade Practices
- Waste Reduction
- Reduce, Recycle, Repair and Reuse
- Sharing Economy
- Use Energy-Efficient Products
- Eco-friendly Alternative
- Plastic-Free Initiatives
- Sustainable Transportation
- Green Technologies
- Minimalism
- Anti Consumption
- Supporting Local Economies (Buy local)
- Carbon Neutral Initiatives

## MKT3SEM Rubric - Assessment Task 2 [Campaign Proposal Plan & Poster] 30%

\*an overall rating out of 100 will be assigned.

Criteria	Scale				
Campaign Proposal (25%)	High Distinction	Distinction	Credit	Pass	Fail
<b>1. Depth of Knowledge &amp; Accuracy of Analysis for issue related to the theme</b>  <b>(10 marks)</b>	Demonstrated deep knowledge of the issue. Exceeds expectation.	Demonstrated reasonable knowledge of the issue. Good	Demonstrated moderate knowledge of the issue.	Demonstrated some knowledge of the issue.	Lack of knowledge of the issue. Poor
<b>2. Campaign Component Analysis</b>  <i>Are responses correct in describing the eight-step process?</i>  <i>How thorough is the response?</i>  <b>(40 marks)</b>	SM campaign meets all requirements. All answers are correct.	SM campaign has most of the elements. Very minimal answers incorrect.	SM campaign reasonably included all important components. Reasonably able to provide correct answers.	SM campaign missing some important components. Only a few answers correct.	SM camping missing many components. More answers incorrect.
<b>3. Quality of Critical Evidence</b>  <i>Do examples/evidences/logical thoughts support the answer?</i>  <b>(10 marks)</b>	Excellent quality scientific support that includes marketing concepts discussed in the subject from the textbook or peer reviewed publications. Exceeds expectation.	Good quality scientific support that includes marketing concepts discussed in the subject from the textbook or peer reviewed publications. Good.	Reasonable quality scientific support that includes marketing concepts discussed in the subject from the textbook or peer reviewed publications. Moderate.	Somewhat acceptable quality scientific support that includes marketing concepts discussed in the subject.	Very low- quality scientific support with no use of marketing concepts discussed in the subject.
<b>4. Quality of Proposal Structure</b>  <i>Is it well presented technically?</i>  <b>(10 marks)</b>	Very well organised ideas and very easy to follow the logic. Good quality sentences and paragraph structure. Minor spelling, grammatical, punctuation, and typing errors.	Well organised ideas and relatively easy to follow the logic. Good quality sentences and paragraph structure. Minor spelling, grammatical, punctuation, and typing errors.	Reasonably organised ideas and fairly easy to follow the logic. Reasonable quality sentences and paragraph structure. Tolerable spelling, grammatical, punctuation, and typing errors.	Somewhat disorganised ideas and somewhat hard to follow the logic. The sentences quality and paragraph structure met the baseline expectation. Major spelling, grammatical, punctuation, and typing errors.	Very disorganised ideas and hard to follow the logic. Low quality sentences and paragraph structure. Widespread spelling, grammatical, punctuation, and typing errors.
<b>5. Acknowledging resources (In-text citation &amp; referencing)</b>  (APA style)  <b>(10 marks)</b>	Excellent reference list which contains a wide range of sources. Citation presented correctly.	Good reference list which contains an adequate range of sources. Odd error in citation style	Reasonable reference list but needed more sources. Some referencing errors.	Reference list is limited and needs wider range of sources. Several citation errors.	Lack or no evidence of referencing.

Criteria	Scale				
<b>Campaign Poster (5%)</b>	<b>High Distinction</b>	<b>Distinction</b>	<b>Credit</b>	<b>Pass</b>	<b>Fail</b>
<b>6. Suitability</b> Suitability of poster for purpose and audience based on the information outlined in the proposal  <b>(10 marks)</b>	Demonstrated deep skill in designing the poster	Demonstrated reasonable skill in designing the poster	Demonstrated moderate skill in designing the poster	Demonstrated some skill in designing the poster	Demonstrated inadequate skill in designing the poster
<b>7. Creativity</b> Demonstrate creativity skill in designing the content (message framing)  <b>(10 marks)</b>	Outstanding efforts made to show creativity in content delivery and design	Reasonable efforts made to show creativity in content delivery and design	Moderate efforts made to show creativity in content delivery and design	Some efforts made to show creativity in content delivery and design	Very little efforts made to show creativity in content delivery and design