Module Specification

Module Summary Information

1	Module Title	Managing Behavioural Change
2	Module Credits	20
3	Module Level	5
4	Module Code	MKT5036

5	Module Overview

Changing or modifying human behaviour remains one of the most intricate and challenging facets of contemporary marketing practice. Often referred to as social marketing, this application of marketing practice, enhanced by the use of sociological and psychological theories and frameworks, is best known for its use in public health campaigns such as anti-smoking, drink-driving, drug abuse, sexual health with the aim of improving the quality of life for the whole of society.

Over recent years, marketing activity focussed on behavioural change, has had more varied uses including: health and safety at the workplace, nutrition, domestic violence, exercise, education and sustainability. However, social marketing frequently involves focusing on the habits of a lifetime of an often reluctant target audience. Achieving a voluntary behavioural change is no easy matter; social marketing activities are multifaceted, they are designed to approach challenging problems and there is no single strategy for success. Despite the difficulties and ethical issues involved, social marketing is worthy of a detailed study because it is an increasingly important feature of contemporary marketing practice as societal behavioural change has risen higher on the agenda of governments, NGOs and businesses.

The module will be delivered through lectures and seminars. The topics identified in the learning schedule will be divided across the available lecture and seminar sessions. Pre-session activities will be directed through a lecturer-hosted website under-construction. This will enable dialogue and discussion through a mixture of lecturer-led materials and user-generated content to expand the knowledge beyond the general content of the module providing both depth and breadth to their studies in a more flexible information dissemination environment. General module content and the delivery of the lecture / seminar series will be supported by BCU's virtual learning environment.

Central to the delivery of module content is the use of a case study. Cases designed to resource seminar activities are specifically created to exemplify the considerable variety of social issues affecting society and the different types of behavioural change interventions involved in addressing and remedying these situations via the application of different behaviour theory frameworks.

6	Indicative Content

The module content will include:

- The history and development of social marketing
- Fundamental concepts and features of social marketing
- A comparison of the traditional and convergent approaches to social marketing
- Behavioural theory
- Social learning theory
- Understanding target audiences
- Intervention frameworks
- How to evaluate social marketing interventions

7	Module Learning Outcomes
	On successful completion of the module, students will be able to:
1	Use appropriate methods of analysis to examine the role and use of social marketing to achieve behavioural change
2	Critically analyse an occurrence of behaviour in order to plan for a social marketing intervention
3	Appraise a social marketing intervention plan for its potential to achieve the desired behavioural change
4	Make appropriate recommendations to supplement and improve a current or recent social marketing intervention strategy

8	Module Assessment		
Learning Outcome			
	Coursework	**Exam**	**In-Person**
1, 2, 3, 4	X		

9	Breakdown Learning and Teaching Activities	
Learning Activities	**Hours**	
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	48	
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	36	
Private Study (PS) includes preparation for exams	116	
Total Study Hours:	200	