

Social Marketing Project Outline and Grading Sheet

(Included in syllabus at the beginning of the semester so that expectation for the project is clear from the outset)

I. Introduction. (6 points)

Begin with an introduction of the chosen social issue and why you think it is intriguing/important in connection to the SDGs.

Begin in a compelling way- citing key statistics, an important quotation, etc.

What is your research question(s)?

II. Data Collection Methods (6 points)

What was your plan for collecting data? Were you planning to use interviews, surveys, focus group, observations, or textual analysis? (Expectation: Every group does 6-10 interviews, as well as at least one other data collection method)

How do your methods connect to answering your research question?

Who is in your intended sample and why?

III. Secondary Research (10 points)

Summarize your secondary research. This can include information from a governmental or organizational website, newspaper articles, relevant statistics, and so on.

What academic papers/books have already been written on this topic and how does your work build on these? Position your work in the existing literature. How does your work build on the research that has already been done?

Be sure to properly site, using a References section at the end of your report (which comes immediately *before* the Appendices).

IV. Primary Research Findings (14 points)

Summarize who you interviewed/surveyed. What did the demographics end up being based on your intended sample?

What were some of the highlights from interviews/ surveys? What were some of the insights you gained by talking in greater depth with consumers?

Give examples from these using specific key quotations and/or figures from survey results.

Observations/Textual Analysis. If you used these methods, report your findings.

V. Discussion (14 points)

This is a summary and discussion of your major findings from your data collection.

What were your most significant findings?

Speak back to the secondary sources and other articles you referenced. Do your findings corroborate previous research and what you expected?

What were the surprises that are of relevance for answering your research question(s)?

VI. Current Picture (4 points)

What have you learned about consumer behavior in this area?

What are the biggest challenges in consumer behavior changing on this social issue?

VII. Marketing Strategy Recommendations (26 points)

A. Segmentation and Targeting

What are your recommendations regarding how the market should be segmented and which segment(s) should be targeted? Show a consideration of the benefit-cost impact of targeting different segments.

B. Defining the Behavior Change

Clearly define the behavior that you are trying to change. In social marketing, the desired behavior can be thought of as the “product” being marketed.

What should the short and long-term goals be?

C. Product Development

What existing or potential products could make it easier for people to adopt the desired behavior?

D. Price/ Incentives

Which costs (consider all types) can be adjusted to increase value for consumers? How?

What specific incentives could increase the level of motivation?

E. Place/ Facilitation

How can it be made easier for consumers to adopt the new behavior?

What convenient and attractive response channels can complement the communication channels?

In what ways can maintenance of the behavior be facilitated?

F. Promotion/ Social Communication

Are the current sources, messages, and mediums connecting with consumers? Make specific recommendations on each.

VIII. Conclusion (6 points)

What is the answer to the research question(s)?

What have we learned as a result of the consumer research you have done?

How will your research make a difference for the SDGs?

How are your findings and recommendations of wider interest and generalizable to other consumers/public policy makers/managers?

IX. Limitations and Future Research (4 points)

What are some of the limitations in your methodology and findings?

What are extensions for future research?

References

Appendices (4 points)

Appendix I. Interview Questions

Appendix II. Interview Transcripts (Single spaced, 8 or 10 point font)

Appendix III. Survey Questions (If Applicable)

Appendix IV. Survey Results and Additional Figures (If Applicable)

Appearance (6 points)

Guidelines: Cover page, page numbers, double space, 12 point font, double sided please, color for graphics.

Spelling, Grammar