

## **MKT3422C/MKT3761C TIM: Social Impact Marketing**

AY2020/2021 Semester 1  
Day: Thursday  
Time: 12.00pm – 3.00 pm  
Venue: BIZ 2, 05-10

Instructor: Sophia Shing  
Department: Marketing  
Email: TBC

### **COURSE DESCRIPTION**

No longer a nice-to-have component of a company's strategy, social values are now increasingly integrated as an anchoring point for whether consumers and stakeholders choose to engage with or distance themselves from a company. With this trend becoming ever more evident, businesses without a core impact will eventually be at a competitive disadvantage in the future. But, history has shown that social value creation and economic value are not always aligned. This module aims to examine how social impact marketing is being deployed in the context of for profit companies (corporate social responsibility), non-profit organizations (social marketing) and within social enterprises (balancing purpose and profit). The aim is to explore how marketing has been able to build brand value, social value and economic value given different and often competing performance metrics. The content of the course will be geared mostly toward social enterprise marketing and the dynamic, new and innovative marketing campaigns that have been formulated in only the last decade for this sector. Of critical importance, however, is to draw students' attention back to fundamental and longer range marketing plans and not merely short term campaigns. Hence, the course will also be grounded by a historical view of what has and has not worked.

Utilizing case studies and interactive group projects, student teams will be challenged to create value with little or nothing to begin with. Then, they will be tasked to design and deploy marketing campaigns to achieve the desired outcome that they set forth at the outset. Although these projects are intended to simulate actual business activities, they will, by nature of the short time frame, be only a sample of methods to induce breakthrough mindsets to achieve the marketing innovations that are necessary for businesses not to just survive but to thrive.

Sophia Shing is a serial entrepreneur, who is the founder and CEO of Soap Mission, a social enterprise whose purpose for existence is to ensure that soap is not harmful and it is not a luxury for anyone. She is a graduate of Stanford University and Harvard Business School. Her prior work experience was in venture capital during the dot com boom. She has been on the founding team of three companies and has helped to write business plans for several other companies. She has served as a judge for business plan contests in Taiwan and China as well as having been chosen as the winner of three business plan contests herself.

Skills which will be trained in this course will not be a fixed toolbox but rather a dynamic set of analytical frameworks with which to analyze the existing landscape of current marketing campaigns, emphasizing the questions rather than the answers. Students will nonetheless still be equipped to venture forth with prescriptions on how to fill in the gaps in marketing plans or offer recommendations on how to re-configure the marketing mix to be more effective going forward. Many of the interactive activities will reference design thinking skills.

## LEARNING OUTCOMES

Students will learn:

- How is Social Impact Marketing deployed differently in different types of organizations and what factors challenge each sector for the effective implementation of their strategies.
- To learn about and practice deploying marketing tools such as blogs, social media and video infomercials.
- To analyze marketing strategies which are uniquely specific to socially minded organizations and prescribe alternative solutions in the execution of their plans.

## CASE STUDIES

Saitex

Wateroam

Covenant Jewelry

Others to be announced

## READINGS

- Sisodia, R., Sheth, J. N., & Wolfe, D. B. (2014). *Firms of endearment: How world-class companies profit from passion and purpose*. Upper Saddle River, NJ: Pearson. ISBN-13: 978-0131873728
- Jackley, Jessica. *Clay Water Brick Finding Inspiration from Entrepreneurs Who Do the Most With the Least*. (2016). Spiegel & Grau. ASIN: B00O6V45UU
- Sanclemente-Téllez, J. (2017). Marketing and Corporate Social Responsibility (CSR). Moving between broadening the concept of marketing and social factors as a marketing strategy. *Spanish Journal of Marketing - ESIC*, 21, 4-25. doi:10.1016/j.sjme.2017.05.001
- Chinmoy Bandyopadhyay & Subhasis Ray (2019) Responsible Marketing: Can Social Enterprises Show the Way?, *Journal of Nonprofit & Public Sector Marketing*, 31:2, 164-183, DOI: 10.1080/10495142.2018.1526738
- Other reading to be assigned throughout the duration of the course

## PREREQUISITE

MKT1003/1705 Principles of Marketing

## ASSESSMENT

This module has no final examination; it is 100% continuous assessment. Your final grade in the course will be based on both individual and group work. The evaluation is as follows:

Component	Weight
Case analysis/ Participation	30%
Project 1 (individual)	15%
Project 2 (team)	25%
Term Paper (individual)	30%
Total	100%

Project 1: This is an individual project. All students are required to research and identify a social entrepreneurial idea, and to pitch their idea to the class.

Project 2: This is a group project, with 5 members, based on a selected idea from Project 1. The Group will validate the market potential, technical feasibility and scalable business model.

Term Paper : Case analysis of an organization's social impact marketing performance. Student chooses the company which will be approved by the professor in advance.

## ACADEMIC HONESTY & PLAGIARISM

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubts, you should consult your instructor.

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism: <http://emodule.nus.edu.sg/ac/>

## SCHEDULE

Date		Description
Aug. 13, 2020	1-Lecture	Introduction to Social Impact Marketing
Aug. 20, 2020	2- Lecture	Corporate Social Responsibility
Aug. 27, 2020	3- Lecture	Social Marketing
Sept. 3, 2020	4-Lecture	Social Enterprise Marketing
Sept. 10, 2020	5-Lecture	Design Thinking and Marketing (Coca Cola Hug Me Campaign)
Sept. 17, 2020	6-Individual Presentations	Project 1
<b>Break</b>		
Oct. 1, 2020	7 - Case Study	LUSH
Oct. 8, 2020	8 - Case Study	Saitex
Oct. 15, 2020	9 - Case Study	To be announced at a later date in order to allow for students to analyze the case before the company's marketing strategies are revealed.
Oct. 22, 2020	10 - Guest Speaker CMO	Wateroam
Oct. 29, 2020	11 - Guest speaker	Covenant Jewelry
Nov. 5, 2020	12 - Group Presentations	Project 2
Nov. 12, 2020	13 - Group Presentations	Project 2

## ABOUT ME

Sophia Shing is a serial entrepreneur, who is the founder and CEO of Soap Mission, a social enterprise whose purpose for existence is to ensure that soap is not harmful and it is not a luxury for anyone. She is a graduate of Stanford University and Harvard Business School. Her prior work experience was in venture capital during the dot com boom. She has been on the founding team of three companies and has helped to write business plans for several other companies. She has served as a judge for business plan contests in Taiwan and China as well as having been chosen as the winner of three business plan contests herself.