

Документ подписан простой электронной подписью
Информация о владельце:
ФИО: Ястребов Олег Александрович
Должность: Ректор
Дата подписания: 31.08.2026 15:04:44
Уникальный программный ключ:
ca953a0120d891083f939673078ef1a989dae18a

**Federal State Autonomous Educational Institution of Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA
RUDN University**

Faculty of Philology

educational division (faculty/institute/academy) as higher education programme developer

COURSE SYLLABUS

Social marketing and journalism

course title

Recommended by the Didactic Council for the Education Field of:

42.04.02 Journalism

field of studies / speciality code and title

The course instruction is implemented within the professional education programme of higher education:

Global and Digital Media

higher education programme profile/specialisation title

2026

1. OBJECTIVE OF THE DISCIPLINE

The goal of the course is to examine the nature of social marketing and how the adoption of marketing concepts, frameworks and techniques developed for commercial marketers can be applied to the solution of social problems.

The main objectives are:

- describe and explain the meaning and nature of social marketing;
- analyze social marketing problems and suggest ways of solving these;
- recognize the range of stakeholders involved in social marketing programs and their role as target markets;
- assess the role of branding, social advertising and other communications in achieving behavioral change.

2. REQUIREMENTS TO STUDENTS ON FINISHING THE COURSE

Students are expected to master the following competencies:

Table 2.1. The list of competencies formed in the mastering of the discipline (the results of the discipline)

Code	Competence	Indicators of competence achievement (within the discipline)
UC-1	Able to critically analyze problem situations on the basis of a systematic approach, to develop a strategy of action	UC-1.1 Knows types, methods, and concepts of critical analysis
		UC-1.2 Can apply types, methods, and concepts of critical analysis to develop a plan of action in problematic situations
		UC-1.3 Knows the basic principles that define the purpose and strategy for dealing with complex situations
GPC-7	Able to assess and predict the possible effects in the media sphere, following the principles of social responsibility	GPC-7.1 Knows the laws of social responsibility of forming the effects and consequences of professional activity, the concepts of its social responsibility
		GPC-7.2 Evaluates the correctness of creative techniques in gathering, processing, and disseminating information in accordance with generally accepted standards and rules of the journalistic profession
GPC-8	Able to use digital technologies and methods in professional activities to: study and model objects of professional activity, data analysis, presentation of information, etc.	GPC-8.1 Can analyze big data and incorporate it into the stages of the production process of a journalistic text and/or product
		GPC-8.2 Evaluates new editorial technologies

3. THE DISCIPLINE (MODULE) IN THE STRUCTURE OF EP HE

The discipline “Social marketing and journalism” belongs to the Part formed by participants of educational relations of Block 1 of the curriculum. Table 1 shows preceding and

subsequent subjects aimed at forming competence discipline in accordance with the matrix of competencies.

Table 3.1. The list of components of the EP HE, contributing to the achievement of the planned results of the discipline

Code	Name of competence	Previous discipline	Subsequent disciplines
UC-1	Able to critically analyze problem situations on the basis of a systematic approach, to develop a strategy of action	Modern media systems / Современные медиасистемы Modern mass communication theories / Современные теории массовой коммуникации PR and media relations / PR и медиариелейшенз Methodology and methods of media research / Методология и методика медиаисследований Mass media sociology / Социология СМИ Image of a country / Имидж государства	Research practice / Научно-исследовательская практика
GPC-7	Able to assess and predict the possible effects in the media sphere, following the principles of social responsibility	Modern media text / Современный медиатекст PR and media relations / PR и медиариелейшенз	Research practice / Научно-исследовательская практика
GPC-8	Able to use digital technologies and methods in professional activities to: study and model objects of professional activity, data analysis, presentation of information, etc.	Mass media sociology / Социология СМИ	Research practice / Научно-исследовательская практика

4. THE SCOPE OF THE DISCIPLINE AND TYPES OF ACTIVITIES

The overall workload of the discipline is 2 credits.

Table 4.1. Types of educational work by periods of study of the EP HE for the full-time mode of study

Type of activity		TOTAL, ac. hours	Semester (s)			
			1	2	3	4
<i>Classroom activities, ac. hours</i>		34		34		
Including:						
Lectures		17		17		
Laboratory activities						
<i>Practical lessons/Seminars</i>		17		17		
<i>Independent work, ac. hours</i>		35		35		
<i>Control, ac. hours</i>		3		3		
Overall workload	ac. hours	72		72		
	credits	2		2		

5. CONTENT OF THE DISCIPLINE

Table 5.1 Content of the discipline (module) by type of activity

Name of the Unit	Content of the Units (topics)	Type of activity
Theoretical Part. Understanding social marketing	Topic 1. Defining and Distinguishing Social Marketing. Topic 2. 10 step Strategies Planning Model. Topic 3. Behavior Change Theories, Models, and Frameworks	Seminars, Individual work
Determining plan, purpose, focus, audience, behaviors, insights	Topic 4. Social issue, Purpose, Focus, Situation Analysis. Topic 5. Selecting Priority Audience Topic 6. Behavior Objectives and target Goals. Audience Insights	Seminars, Individual work
Developing marketing intervention strategies	Topic 7. Crafting a Desired Positioning. Product: Creating a Product Platform Topic 8. Price: Determining Incentives and Disincentives. Place. Topic 9. Promotion: Deciding on messages, messengers and Creative Strategies; Selecting Communication Channels	Seminars, Individual work
Managing social marketing programs	Topic 10. Monitoring and evaluation. Topic 11. Budget and Funding plans Topic 12 Implementation and Sustaining Behaviors Plans	Seminars, Individual work
Practical part	Topic 13 Creating social marketing campaign. Topic 14. International Social Marketing Association's Academic Competences.	Seminars, Individual work

6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

The discipline is implemented using e-learning and distance learning technologies

Table 6.1. Material and technical support of the discipline

Type of classroom	Classroom equipment	Specialized educational/laboratory equipment, software and materials for the mastering of the discipline (if necessary)
Class	A classroom is equipped with a computer, TV VCR and a transparency projector. CD players and DVD players are available upon request.	

* The classroom for students' independent work **MUST be indicated!**

7. EDUCATIONAL AND METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Main readings

1. What is Social Marketing? <http://www.social-marketing.com/Whatis.html>
2. Strategic Social Marketing for Nonprofits - <http://www.marketingprofs.com/6/weinreich1.asp>

Other recommended readings

1. Andreasen, A. (2006) Social marketing in the 21st century. Thousand Oaks: Sage Publications, Inc.
2. Berners-Lee, T. (2000) Weaving the web—the past, present and future of the world wide web by its inventor. London: TEXERE Publishing Limited.
3. Fox, K. & Kotler, P. (1980) The marketing of social causes: The first 10 years. *Journal of Marketing*, 44, 24-33.
4. MacFadyen, L., Stead, M., & Hastings, G. (1999) A synopsis of social marketing. Institute for Social Marketing.
5. Personal communication from Alan Andreasen to Philip Kotler, April 28, 2011
6. R. Donovan and N. Henley, *Social marketing: principles and Practices* (Melbourne, Australia: IP Communications, 2003)
7. P. Kotler and G. Zaltman "Social Marketing: An approach to Planned Social Change, *Journal of Marketing* 35 (July 1971): 3-12
8. P. Kotler, *My Adventures in Marketing: The Autobiography of Philip Kotler* (idea bite press, 2017).
9. Rothschild, M. (1979) Marketing communications in nonbusiness situations or why it's so hard to sell brotherhood like soap. *The Journal of Marketing*, 43, 11-20.
10. W. Smith, "Social Marketing and Its Potential Contribution to a Modern Synthesis of Social Change", *Social Marketing Quarterly* 8, no.2 (Summer 2002)
11. Stead, M., Gordon, R., Angus, K., & McDermott, L. (2007) A systematic review of social marketing effectiveness. *Health Education*, 107(2), 126-191.
1. Bagozzi, R. P. and Bunkrant, R. E. (1979) 'Attitude organisation and the attitude-behaviour relationship', *Journal of Personal and Social Psychology*, vol. 37, pp.913-29.
2. Barr, T. F. and McNeilly, K. M. (2003) 'Marketing: is it still just advertising? The experiences of accounting firms as a guide for other professional service firms' *Journal of Services Marketing*, vol. 17, no. 7, pp.713-29.
3. Belch, G. E. and Belch, M. A. (2001) *Advertising and Promotion: An Integrated Marketing Communications Perspective* (5th edn), New York, McGraw.
4. Fill, C. (2002) *Marketing Communications: Contexts, Strategies and Applications* (3rd edn), Harlow, Prentice-Hall/Financial Times/Pearson Education.

5. Fischbacher, M. (2005), 'Masters in public health', course material, University of Glasgow, [unpublished].
6. Hastings, G. (2007) *Social Marketing: Why should the Devil have all the best tunes?*, Oxford, Butterworth Heinemann.
7. Kotler, P., Haider, D. H. and Rein, I. (1993). *Marketing places*. New York: Free Press.
8. Kotler, P. and Armstrong, G. (1989). *Principles of marketing* (4th edition). New Jersey: Prentice-Hall.
9. Maslow, A. (1943) 'A theory of human motivation', *Psychological Review*, vol. 50, pp.370–96.
10. Meidan, A., Peck, M. and Handscombe, R. D. (2000) 'Marketing performance and business risk in Acutecare Health Trusts – a new comparative approach', *The Service Industries Journal*, vol. 20, no. 3, pp.61–79.
11. Robertson R. *Globalization: Social Theory and Global Culture*. L. : Sage, 1992.
12. Turnbull, P. and Wootton, (1980) 'The bank manager: marketer, salesman or administrator' *European Journal of Marketing*, vol. 14, no. 8, pp.471–92.

Web-sites and online resources

1. Police Assisted Addiction and Recovery Initiative, accessed - <http://paariusa.org/about-us/>

Databases and search systems:

- Scopus. URL: <https://www.scopus.com/>
- Web of Science. URL: <https://www.webofknowledge.com/>
- Directory of Open Access Journals (DOAJ). URL: <https://doaj.org/>

Teaching materials for students' independent work while mastering the discipline/module:*

1. A course of lectures on the discipline.
2. Practical assignments and their brief contents;
3. Questions for self-check, test assignments.

* - all educational and methodical materials for students' independent work are published in accordance with the current order on the page of the discipline in TUIS!

8. GRADING MATERIALS AND GRADING-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMED IN THE DISCIPLINE

The grading materials and grading-rating system* for assessing the level of competence (part of competences) for the discipline are presented in the Appendix to this Working program of the discipline.

* - are formed on the basis of the requirements of the corresponding local normative act of RUDN University.