

CLA5005: MARKETING FOR SOCIAL IMPACT

Effective Term

Semester A 2026/27

Part I Course Overview

Course Title

Marketing for Social Impact

Subject Code

CLA - College of Liberal Arts and Social Sciences

Course Number

5005

Academic Unit

College of Liberal Arts and Social Sciences (CH)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

Chinese

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

"Marketing for Social Impact" is a core course of the Master of Social Sciences in Cross Sectoral Leadership (MSSCSL) program. This course will equip students with the advance marketing theories, concepts, models, and techniques that are relevant to creating, delivering and sustaining social impact.

Students will delve into the complexities of leveraging holistic marketing to influence perception and behaviour; and to drive positive change across the different sectors. By exploring the intersection of marketing and social impact, students will develop the skills to effectively communicate their social missions, engage stakeholders, develop impact metrics and drive meaningful change in society. Students will learn how to apply the marketing knowledge acquired, culminating into actionable marketing plan.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Gain insights into how marketing theories, concepts and techniques can contribute to cross sectoral leadership.	25	x		
2	Formulate marketing strategies relevant to creating, delivering and sustaining social impact across different sectors.	25	x	x	
3	Develop skills in culminating an actionable marketing plan to influence behaviour for social good.	25	x	x	x
4	Understand the relationships between marketing activities and social impact outcomes, thereby able to develop effective evaluation metrics on marketing activities in driving positive social change.	25	x	x	

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Students will engage in formal lectures on the marketing and business system and its relevance to cross-sectoral leadership.	1, 2, 3, 4	3-hour seminar per week
2	Independent Readings	Students are expected to read the readings assigned to specific lectures.	1, 2, 3, 4	

3	IN-Class Exercises and discussion	Students will discuss contemporary cases of different sectors; and/or reflect on sharing from the guest seminars.	1, 2, 3, 4	
4	Group Project	Students will work in groups to develop an actionable marketing plan and present in class.	1, 2, 3, 4	
5	Guest Seminars	Industry practitioners from the different sectors will be invited to share real-world experiences.	1, 2, 4	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Attendance, Participation and In-Class Exercises	1, 2, 3, 4	30	-	Yes
2	Individual Assignments	1, 2, 3, 4	10	-	Yes
3	Course Project	1, 2, 3, 4	40	-	Yes
4	In-class quiz	1, 2, 3, 4	20	-	No

Continuous Assessment (%)

100

Additional Information for ATs

We will follow the updated guideline for the Use of Generative Artificial Intelligence Tools in Learning and Teaching (For Staff/ Student). According to the part IV of the Guidelines, the use of GenAI tools is **generally permitted in formative assessment tasks** unless otherwise specified by the Course Leaders. The use of GenAI tools is generally NOT permitted for **summative assessment tasks** such as examinations for fairness and academic integrity purposes.

Assessment Rubrics (AR)**Assessment Task**

Attendance, Participation and In-Class Exercises

Criterion

Frequency and quality of contributions in discussions, exercises, and classroom activities.

Excellent (A+, A, A-)

Consistently active; insightful, constructive contributions; strong engagement.

Good (B+, B, B-)

Regular participation; relevant and thoughtful contributions.

Fair (C+, C, C-)

Occasional participation; basic contributions.

Marginal (D)

Rare participation; minimal or superficial contributions.

Failure (F)

Little or no participation.

Assessment Task

Individual Assignments

Criterion

Critical reflection with insights. Good organization with clear logic.

Excellent (A+, A, A-)

Deep reflection; clear insights; well-structured and logical.

Good (B+, B, B-)

Good reflection; some insights; generally clear organization.

Fair (C+, C, C-)

Basic reflection; limited insight; adequate structure.

Marginal (D)

Superficial reflection; weak logic; unclear structure.

Failure (F)

Minimal reflection; disorganized; lacks understanding.

Assessment Task

Course Project

Criterion

Clear guiding strategies with innovativeness and practical operationalization potential.

Excellent (A+, A, A-)

Clear, innovative strategy; strong practical feasibility.

Good (B+, B, B-)

Clear strategy; some innovation; generally feasible.

Fair (C+, C, C-)

Basic strategy; limited innovation; feasibility unclear.

Marginal (D)

Weak or unclear strategy; limited practicality.

Failure (F)

Incomplete or unrealistic strategy.

Assessment Task

In-class quiz

Criterion

Understanding and application of course knowledge.

Excellent (A+, A, A-)

Accurate understanding; strong application and analysis.

Good (B+, B, B-)

Good understanding; appropriate application.

Fair (C+, C, C-)

Basic understanding; limited application.

Marginal (D)

Partial understanding; weak application.

Failure (F)

Poor understanding; incorrect or minimal application.

Part III Other Information

Keyword Syllabus

- Social Mission Branding - Developing brands that clearly communicate the social mission and values of an organization.
- Cause Marketing - Strategies for aligning products or services with social causes to drive both sales and social impact.
- Impact Storytelling - Crafting compelling narratives that highlight the social impact of initiatives to engage stakeholders.
- Target Audience Identification - Identifying and understanding the specific audiences most likely to support social causes.
- Ethical Marketing Practices - Implementing marketing strategies that uphold ethical standards and promote transparency.
- Marketing for Social Good - Leveraging contemporary marketing platforms to amplify messages for social good.
- Consumer Behavior in Social Markets - Understanding how consumers make decisions when it comes to supporting social causes.
- Partnerships and Collaborations - Building strategic alliances with other key partners and stakeholders to enhance social impact.
- Sustainability Messaging - Incorporating sustainability into marketing communications to attract environmentally conscious consumers.
- Measurement and Reporting of Social Impact - Methods for measuring and communicating the social impact of marketing efforts.
- Public Relations for Social Enterprises - Managing public relations to build and maintain a positive image for social enterprises.
- Corporate Social Responsibility (CSR) - Integrating CSR into marketing strategies to enhance brand reputation and social impact.
- Case Studies in Social Impact Marketing - Real-world examples of successful marketing campaigns by social enterprises and non-profits.
- Advocacy and Policy Influence - Using marketing to advocate for policy changes and influence public opinion on key social issues.

Reading List

Compulsory Readings

	Title
1	Lee, N. R., & Kotler, P. (2019). Social marketing: Behavior change for social good. Sage Publications.
2	Kan, C.K.C., Kee, C.H. & Lui, W.C. (2024). Social Enterprise Marketing – Enhancing effectiveness of social business. HK: FSES.
3	United Nations Global Compact. (n.d.). How brands are attracting socially conscious consumers and creating change in the world. https://unglobalcompact.org/take-action/purpose-driven-marketing

Additional Readings

	Title
1	Chernev, A. (2019). Strategic marketing management theory and practice. Cerebellum Press.
2	Amatullo, M., Boyer, B., May, J. & Shea, A. (Eds.). (2022). Design for Social Innovation: Case Studies from Around the World. Routledge.
3	Holt, D., & Cameron, D. (2010). Cultural strategy: Using innovative ideologies to build breakthrough brands. Oxford University Press.
4	Malhotra, N. (Ed.). (2022). Frontiers in Social Innovation: The Essential Handbook for Creating, Deploying, and Sustaining Creative Solutions to Systemic Problems. Harvard Business Press.
5	Kickul, J., & Lyons, T.S. (2020). Understanding social entrepreneurship: The relentless pursuit of mission in an ever-changing world. Routledge.
6	Andreasen, A. R. (Ed.). (2006). Social marketing in the 21st century. Sage.
7	Wright, E.O. (2020). Envisioning real utopias. Verso Books.