



Sem: Spring 2021 Class Day/Time: T/TH 12:45-2:05pm

Room: TBD

Instructor: Dr. Grant Donnelly

E-mail: Donnelly.177@osu.edu

Office Hours: T/TH 2:15-3:30 or by appointment

Location: Fisher Hall 514

**Course Description:** Sustainability is a broad domain concerning the extent to which environmental, economic, and social practices are viable for current and future generations. Consumer awareness of sustainability issues has evolved from an emerging social movement to mainstream values, but increasing sustainable behavior remains a challenge. This course is designed to provide students with the knowledge to enhance sustainable behaviors in firms, among consumers and in society at large. In doing so, this course will include frameworks for understanding how to influence sustainable practices, consumer response to sustainability, and sustainability and marketing communication issues in the marketplace as well as real-world examples of sustainable practices and issues, offering both a theoretical and applied approach. This course will also include a project which will entail student teams to develop a marketing plan for a firm to introduce a sustainable initiative. Identifying an opportunity for a firm to introduce a sustainable initiative and to develop a marketing plan in order to address a relevant sustainability issue facing the firm and society at large. Students should leave the course with an understanding of sustainability issues in the current marketplace and the knowledge and ability to influence sustainable behaviors.

**Pre-Requirements:** BUSML 3150: Foundations of Marketing or AEDE 3102: Principles of Agribusiness Marketing  
**Course Format:** In-class Lecture

**Required Texts/Materials:**

**Title:** Sustainability Marketing: A Global Perspective. 2<sup>nd</sup> Edition  
**ISBN(14):** 978-1119966197 **Author(s):** Belz & Peattie **Year:** 2012 **Publisher:** John Wiley & Sons

**Title:** Fostering Sustainable Behavior. 3<sup>rd</sup> Edition  
**ISBN(14):** 978-1550924626 **Author(s):** McKenzie-Mohr **Year:** 2011 **Publisher:** New Society Publishers

**Evaluation Criteria:**

Graded Components	% of Total	Type
In-Class Quizzes	10%	N ↑
Sustainability Insight Presentation	5%	N ↑
Exam 1	15%	N ↑
Exam 2	15%	N ↑
Exam 3	15%	N ↑
Team Project	25%	C 🚩🚩
In-Class Participation	15%	O 🗨️

**Requirements for each form of graded component.**  
Failing to follow these will represent academic misconduct. See below.

**Independent Work [N ↑]:** Strictly non-collaborative, original individual work. You may discuss this assignment with your instructor only. Discussions with other individuals, either in person or electronically, are strictly prohibited.

**Collaboration Required [C 🚩🚩]:** An explicit expectation for collaboration among students either in class or outside of class (i.e. group work).

**Collaboration Optional [O 🗨️]:** Students are permitted, but not required, to discuss the assignment or ideas with each other. However, all submitted work must be one's original and individual creation.

**Academic Conduct:**

If a student is suspected of, or reported to have committed, academic misconduct in this course, I am obligated by University Rules to report my suspicions to COAM. If you have questions about the above policy or what constitutes academic misconduct in this course, please contact me. See OSU Prohibited Conduct – [Section 3335-23-04\(A\)](#)

University Policies,  
Services and Resources  
([go.osu.edu/UPolicies](http://go.osu.edu/UPolicies))



Fisher Undergraduate  
Handbook and QuickLinks  
([www.bsbalinks.com](http://www.bsbalinks.com))



Fisher Navigator  
Resource Portal  
([www.nav-1.com](http://www.nav-1.com))



## Learning Goals and Objectives:

- Understanding the role of sustainability in the marketplace
  - Recognize current consumption trends; barriers to and benefits of sustainable behavior
  - Know effective strategies to influence sustainable behavior
  - Identify consumer segments and values relevant to sustainability issues
  - Understand consumer response to sustainable products and practices
  - Know practices and policies in the marketing of sustainable products and services
  - Understand the value of corporate social responsibility and cause-related marketing
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## Graded Component Details

**In-Class Quizzes:** A total of 10 quizzes (worth 10 points each) will be completed in class. Quizzes will always take place the first 10 minutes of class. Bring a piece of paper and a pen to class and be prepared to answer short essay and multiple-choice questions regarding course content. Quizzes cannot be made up, if you miss class you will receive a '0' grade for that quiz.

**Sustainability Insight Presentation (SIP):** Each student will be responsible for presenting a 5-minute presentation at the beginning of the class about a Sustainability Insight. On your SIP day, you will be responsible for sharing insights relevant to sustainability marketing with the class from a recent event or article (from 2018 and on only). An ideal SIP will enhance student learning through your connection of the recent sustainability initiative/event (whether the actions of a corporation, government or community/individual) to the course topic of the current day's lecture. Thus, you should be familiar with what the text and/or class readings say and seek to integrate your SIP accordingly. That is, rather than merely summarizing the initiative/event you have selected, connect your SIP article with class concepts. You are responsible for signing up for your SIP date during the first week of class. **By 11:59pm the day BEFORE your SIP, you should submit a PPT slide deck on Carmen.**

**Exams:** Three exams will be designed to test your understanding of course reading and concepts and your ability to apply these concepts to generate and evaluate strategies for marketing and fostering sustainable behavior. Exams will take place during class and will be closed notes/book. **No make-up exams will be given without prior notification.** If you miss one of the exams due to unavoidable circumstances (e.g., serious illness, family emergency) and notify the instructor via email **prior to the exam**, you have the option to take a make-up exam, different from the one given during the scheduled course time. If the instructor is not contacted *prior* to the exam via email, the student will receive a zero credit for the missed exam.

**Team Project:** Each student will participate in a team project where you will be tasked with identifying a sustainability problem in a firm and developing a marketing plan to introduce a new initiative, product or service to address the sustainability problem. Projects will be completed as a five-person team (4-6-person teams may be possible pending instructor approval, based on class size and project magnitude). During Week 4, group members will be expected to present a brief, 5-10-minute project 'pitch' outlining the sustainability issue and initiative you wish to focus on. Teams will receive feedback from the professor and students to help shape their final project design. At the end of the semester, student teams will present their work to the class and will submit a 4-page paper summarizing their findings.

**In-Class Participation.** This is an upper-level course such that many of you will be entering the business world in a matter of months, where you will be expected to actively participate as part of a team/company. There are 22 lectures over the course of the semester. Your participation score will consist of your attendance and your participation during these lectures while in class.

- Attendance: You will receive 1 point for every lecture you attend. For any class that you miss and notify the instructor before the class begins of your absence you will receive a score of '0'. For any class that you miss and do not notify the instructor before the class begins you will receive a score of '-1'.
- Participation: You will receive 1 point for every lecture that you contribute to—whether by raising a question, answering a question posed to the class or general engagement with course discussion. If you do not participate you will receive a score of '0'.

## Grading Scale

Letter	A	A-	B+	B	B-	C+	C	C-	D+	D	F
(Points)	(4.0)	(3.7)	(3.3)	(3.0)	(2.7)	(2.3)	(2.0)	(1.7)	(1.3)	(1.0)	(0.0)
Range	100% - 93%	90% - 87%	83% - 80%	77% - 73%	70% - 67%	60% - 0%					

Note: Above percentages are % of overall points earned

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## **Additional Policies**

### **Testing Policy:**

There are no make-ups for quizzes, unless an excused absence. In the case of an excused absence the student will be expected to arrange an alternative time with the instructor to make-up the quiz. Missed quizzes will be recorded as a "0". Missed exams can only be made-up in extreme cases (e.g., death of family member, personal hospitalization, etc.) with proper documentation (e.g., a physician's note, ER paperwork, obituary, etc.). Each decision of potentially allowing a make-up exam is made by the instructor on a case-by-case basis. Additionally, you **MUST** contact the instructor (Donnelly.177@osu.edu) as soon as you know of a potential problem or conflict with an exam date. Alternative methods (e.g., oral exam, essay) of testing may be used for make-up exams. If you are experiencing an extreme situation or emergency, please attempt to notify the instructor (Donnelly.177@osu.edu) email ASAP. Students requesting a make-up exam will need to schedule their exam through the testing center (testing.osu.edu) and will be required to complete a make-up exam request form provided by the testing center.

### **Attendance / Participation Expectations:**

Any student who fails to attend without giving prior notification to the instructor will be dis-enrolled after the third instructional day of the term, the first Friday of the term, or the second scheduled class meeting of the course, whichever occurs first, per OSU policy. I will continue to take attendance throughout the semester.

**Technology Policy:** You may use phones, tablets, and computers during class lectures, but I highly discourage it. Research shows that we learn better without electronics, we benefit from taking hand-written notes, and electronics hinder learning of those seated around you. If your usage disrupts the class or others around you, I will ask you to leave the classroom.

**Communication:** I will use the Carmen email system and Buckeye Mail to contact you about the class (e.g., changes in the syllabus, assignments, etc.). It is your responsibility to check official emails sent to you via Canvas and/or Buckeye Mail. **However, if you are looking to get in touch with me please email me at [Donnelly.177@osu.edu](mailto:Donnelly.177@osu.edu) rather than through the Carmen system.**

**Course-specific Copyright Policy:** Material provided by the instructor may not be re-posted anywhere without the explicit permission of instructors. See University Copyright Policy.

**Students with Disabilities:** Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately at the beginning of the semester to discuss your accommodations. The Office for Disability Services can be contacted: (614) 292-3307; [slds@osu.edu](mailto:slds@osu.edu); and to schedule exam accommodations: [slds-exam@osu.edu](mailto:slds-exam@osu.edu)

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