Winter 2023/24 Course Syllabus

MOS 3395B Section – 001
Global Sustainability Practices in Marketing
Blended – Online and In-person at WU Vienna

Instructor: Bonnie Simpson
Western University
Office: SSC 4311
Office Hours: By appointment at https://tinyurl.com/2p9h76xb
Phone: 661-2111 x84927
Email: bonnie.simpson@uwo.ca

Instructor: Johanna Palchu
WU Vienna
Office: Building D2, Entrance A, D2.1.496
Office Hours: By appointment at https://tinyurl.com/2p9h76xb
Phone: +43-1-31336-5295
Email: johanna.palchu@wu.ac.at

1. Course Information:
1.1 Class Location and Time:

   Blended
   Online: via Zoom May 2 and May 8 from 9-11am ET prior to travel to Vienna
   In person: WU Vienna Monday – Friday May 13th through 24th

1.2 Course Description:
This course introduces principles of sustainability in the global marketplace. The focus is on an international experiential approach to building knowledge and critical thinking skills to evaluate the role of marketing in creating, facilitating, and communicating sustainable marketing activities, including barriers for sustainable consumption practices and tools to overcome them.

Antirequisite(s): MOS 3398 / MOS 3423
Prerequisite(s): MOS 2320A/B or MOS 3320A/B and enrollment in 3rd or 4th year of MOS.

1.3 Accessibility:
DAN Department of Management & Organizational Studies strives at all times to provide accessibility to all faculty, staff, students and visitors in a way that respects the dignity and independence of people with disabilities.
Contact Academic Support & Engagement at http://academicsupport.uwo.ca/ for information about
Western’s Accessible Education.

More information about “Accessibility at Western” is available at: http://accessibility.uwo.ca

1.4 Land Acknowledgement: 
We acknowledge that Western University is located on the traditional lands of the Anishinaabek, Haudenosaunee, Lūnaapéewak and Attawandaron peoples, on lands connected with the London Township and Sombra Treaties of 1796 and the Dish with One Spoon Covenant Wampum.

With this, we respect the longstanding relationships that Indigenous Nations have to this land, as they are the original caretakers. We acknowledge historical and ongoing injustices that Indigenous Peoples (e.g. First Nations, Métis and Inuit) endure in Canada, and we accept responsibility as a public institution to contribute toward revealing and correcting miseducation as well as renewing respectful relationships with Indigenous communities through our teaching, research and community service.
https://indigenous.uwo.ca/initiatives/docs/indigenous-land-acknowledgment.pdf

1.5 Senate Regulations
Senate Regulations state, “unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you will be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.”

This regulation is in regard to the PREREQUISITE COURSES required.

Students not in BMOS are permitted to enroll in up to 1.0 MOS courses, per the Academic Timetable. The requirement that states you must be in BMOS is lifted during registration on the priority lift dates as noted in the Timetable.

2. Course Materials
Course readings will be available on OWL.

3. Course Objectives and Format
The DAN Department of Management and Organizational Studies as a whole draws upon an evidence-based management approach. Evidence-based management is the systematic process of gathering evidence from multiple sources, critically appraising the evidence, and using that evidence in making and evaluating management decisions to improve organizational performance.
3.1 Course objectives
This course introduces principles of sustainability in the global marketplace and applies them to real-life marketing settings and experiences. It considers the role of marketing in creating, facilitating, and communicating sustainable marketing activities, including barriers for sustainable consumption practices and tools to overcome them. The focus will be on understanding both firm and consumer roles in sustainability marketing: Building knowledge about firm practices, impacts, and responsibilities, and consumer decision-making. Sustainability is an increasingly critical concept to understand as both consumers and organizations increasingly strive to engage in positive actions motivated by shifting values, consumer decisions, and the financial bottom line.

3.2 Course format
This course takes place both online and in class at WU Vienna, Austria and will be co-taught by instructors from both Western and WU. In the first two weeks once per week synchronous online lectures and readings are the basis of knowledge acquisition. A two-week intensive in-person experience at WU will consist of lectures, class discussions, activities both in and out of the classroom, field experiences, and guest speakers that will provide the opportunity to experience the concepts and theories of sustainability in the global marketplace. Registration and information can be found at: https://uwo-horizons.symplicity.com/index.php?s=programs&mode=form&id=4f81926cc2ab5e482b959d747d4bae11

4. Learning Outcomes
Taking this course, students will gain the following experiences and skillsets:

1. Learn how marketers can respond to opportunities and threats that arise from social, economic, and environmental change.
2. Understand and critically reflect on the factors that make sustainability a competitive differentiator.
3. Develop a sustainable marketing plan, including activities that equally contribute to people, planet, and profit.
4. Learn strategies to overcome psychological and situational barriers towards sustainable consumption and encourage sustainable consumption practices.
5. Practice communication and international peer learning.

5. Evaluation
There are five evaluation components in the course.

Quiz 1 (Date/Time TBD) = 20%
Quiz 2 (Date/Time TBD) = 20%
Experiential Reflection = 15%
Sustainable Marketing Proposal = 30%
Participation = 15%
Total = 100%

Students are responsible for material covered in the lectures as well as the assigned readings.

Students are **REQUIRED TO COMPLETE ALL COMPONENTS** of this course. There are no exceptions to this. Extra assignments to improve grades will **NOT** be allowed.
Grades will not be adjusted on the basis of need. It is important to monitor your performance in the course. Remember: You are responsible for your grades in this course.

The DAN Department has a grade policy which states that for courses in the 3000-4000 range, the class average must fall between 70% and 77% for all sections of a course taught by the same instructor. In very exceptional circumstances only, class averages outside this range may be approved by the Undergraduate Chair or Chair. Class averages are not grounds for appeal.

6. Lecture and Examination Schedule
Schedule on OWL

7. Student Responsibilities
Students should familiarize themselves with Western University Senate Regulations, please see: http://www.uwo.ca/univsec/academic_policies/index.html.

Material covered in lectures will not always be the same as material covered in the textbook. These two sources should be viewed as complimentary and not redundant. As such, students who want to do well in this course are strongly encouraged to attend lectures on a regular basis. Please note that the instructor will not be providing copies of lectures notes or overheads. Therefore, if you miss a lecture, you should try to obtain this material from another student.

7.1 Respect
Please act respectfully towards the classroom, the instructors and your fellow students. Acting respectfully means arriving on time, turning off phones, avoiding private discussions during lectures, refraining from viewing non-course material on your laptops, and cleaning up after yourself. Acting respectfully provides a better learning experience for everyone.

Private in-class discussions are distracting to students and the instructor. If other students are distracting your attention from the material, you should ask them to be quiet. If you feel uncomfortable doing this (or the problem persists), please see your instructor.

Late arrivals are also distracting. Please try to arrive on time for classes.

7.2 No Recording of Classes
Students are not permitted to record any portion of a class, audio or video, without the prior written permission of the instructor.

7.3 Copyright Notice
Lectures and course materials, including power point presentations, outlines, and similar materials, are protected by copyright. You may take notes and make copies of course materials for your own educational use. You may not record lectures, reproduce (or allow others to reproduce), post or distribute lecture notes, wiki material, and other course materials publicly and/or for commercial purposes without the written consent of your instructor.

8. Attendance
ONLINE: It is expected that students will attend all synchronous lectures. The instructor will not provide access to the lecture after it has been presented. Students are encouraged to obtain missed lecture notes from a fellow student.

IN-PERSON: It is expected that students will attend all classes. The instructor does not provide access to lecture notes. Students are encouraged to obtain missed lecture notes from a fellow student.
8.1 Short Absences.
If you miss a class due to minor illness or other problems, check your course outlines for information regarding attendance requirements and make sure you are not missing a test or exam. Cover any readings and arrange to borrow the missed lectures notes from a classmate.

8.2 Extended Absences.
If you are absent more than approximately two weeks or if you get too far behind to catch up, you should consider reducing your workload by dropping one or more courses. The Academic Counsellors can help you to consider the alternatives. At your request, they can also keep your instructors informed about your difficulties.

9. Grade Fairness
Fairness requires that all students be treated equally and be evaluated using the criteria set out in this course outline. The evaluation criteria are based on actual achievement and not on how hard a student has tried.

Claims by students of an excellent academic history, good attendance record, need to obtain or maintain a scholarship, desire to be admitted to Ivey or graduate school, or other personal issues, cannot be used to justify a higher grade in the course or a reweighting of course components. There is no extra work or assignments available for extra credit or to “make up” for a course component that was missed or performed poorly.

You, the student, are responsible for the grades earned.

10. Posting of Grades
Grades will be posted on OWL once the grades are available. Final course grades are not posted on OWL and are available once they have been posted by the Registrar under “Academic Summary” at the Student Centre website.

11.1 Illness
Students will need to provide a Student Medical Certificate if the absence is medical or provide appropriate documentation if there are compassionate grounds for the absence in question. Students are encouraged to contact their Faculty Academic Counselling office to obtain more information about the relevant documentation.

For privacy reasons, students should also note that individual instructors should not receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. All documentation required for absences must be submitted to the Academic Counselling office of a student’s Home Faculty.

For details on the Policy on Accommodation for Medical Illness, go to: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration.pdf

Students can download the Student Medical Certificate (SMC) here: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf
11.2 Accessible Education
Students with disabilities work with Accessible Education (formerly SSD) which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The accommodation policy can be found here: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/AcademicAccommodation_disabilities.pdf

Students needing access to Accessible Education should register here: http://academicsupport.uwo.ca/accessible_education/index.html

11.3 Religious Accommodation
Students should consult the University's list of recognized religious holidays, and should give reasonable notice in writing, prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance. Additional information is given in the Western Multicultural Calendar.

11.4 Make Up Evaluations
A student must write a make-up if any scheduled evaluation is missed for reasons for which adequate documentation is received by the instructor (this documentation must be supplied by the Academic Counseling office).

The date and time of the make-up will be set by the instructor, who will communicate the date to the student.

If a student is unable to meet the scheduled make-up, then the student is responsible for obtaining new accommodations from Academic Counselling, and seeking a new make-up date with the instructor within a reasonable time frame and may be required to delay the evaluation until the next time the class occurs.

12. University Policy on Cheating and Academic Misconduct

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offenses. Students are urged to read the section on Scholastic Offenses in the Academic Calendar.

Note that such offenses include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. If you are in doubt about whether what you are doing is inappropriate, consult your instructor. A claim that "you didn't know it was wrong" will not be accepted as an excuse.

The use of AI and translation tools in written work beyond a dictionary is not permitted unless permission is granted by the instructor for specific circumstances. Any work submitted must be the work of the student in its entirety unless otherwise disclosed. When used, any such AI or translation tool should be used ethically and responsibly, and students must cite or credit the tools used in line with the expectation to use AI as a tool to learn, not only to produce content.
A copy of guidelines about how to avoid cheating can be obtained from the Office of the Ombudsperson, Room 3135 WSSB, (519) 661-3573, ombuds@uwo.ca.

Cheating will not be tolerated; students are referred to the university policy on scholastic offenses. Looking at the test of another student, allowing another student to view yours, or obtaining information about a test in advance are all examples of cheating.

Students found cheating will receive a zero (0%) on that assessment. A number of safeguards will be employed to discourage cheating. For example, examination supervisors (proctors) of the tests may ask students to move to another seat during an exam, cover their paper, avert their eyes from other students’ papers, remove baseball caps, etc. This is not meant as a personal affront nor as an accusation of cheating, rather as vigilant attempts at proctoring.

The penalties for a student guilty of a scholastic offense include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

13. Procedures For Appealing Academic Evaluations
1. In the first instance, all appeals of a grade must be made to the course instructor (informal consultation).
2. If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Undergraduate Chair of the Department of Management and Organizational Studies.
3. If the response of the Undergraduate Chair is considered unsatisfactory to the student, they may then appeal to the Dean of the Faculty in which the course of program was taken.
4. Only after receiving a final decision from the Dean may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the Office of the Ombudsperson.

14. Support Services
14.1 Support Services
The Registrar’s office provides you with information on services, courses, student finances, resources, latest news, as well as Student Central’s hours of operation at http://www.registrar.uwo.ca

Student Support Services (including the services provided by the USC listed here) can be reached at: http://westernusc.ca/services/

Academic Support & Engagement can be reached at: http://academicsupport.uwo.ca

Students who are in emotional/mental distress should refer to Health and Wellness: https://www.uwo.ca/health/ for a complete list of options about how to obtain help.

14.2 Academic Concerns.
If you are in academic difficulty, it is strongly recommended that you see your academic counsellor.