



## Fall/Winter 2024/25 Course Syllabus

### **MOS 3395B Section – 001** **Global Sustainability Practices in Marketing** Blended

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#### **1. Course Information:**

##### **1.1 Class Location and Time:**

Online: via Zoom April 24<sup>th</sup> (2 hours, time TBD) and May 1<sup>st</sup> (2 hours, time TBD)

In person: On Western main campus (classroom TBD, 9:00-4pm each day)

May 5, 6, 7, 8 and May 13, 14, 15. Field experiences will also take place during these days/times.

See OWL Classroom Site for Details.

##### **1.2 Course Description:**

Examination of selected topics in Management and Organizational Studies.

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

Unless you have either the requisites for this course or written special permission from your Dean's Designate (DAN Management Advisors) to enroll in it, you may 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 if you are dropped from a course for failing to have the necessary prerequisites.

##### **1.3 Accessibility:**

DAN Department of Management & Organizational Studies strives 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.

## 2. Course Materials

Course readings and cases via OWL.

All course material will be posted to OWL: <https://westernu.brightspace.com/>

Students are responsible for checking the course OWL site (<https://westernu.brightspace.com/>) regularly for news and updates. This is the primary method by which information will be disseminated to all students in the class.

If students need assistance with the course OWL site, they can seek support on the [OWL Brightspace Help](#) page. Alternatively, they can contact the Western Technology Services Helpdesk. They can be contacted by phone at 519-661-3800 or ext. 83800.

#### Technical Requirements

Stable internet connection, Computer with working microphone and webcam

## 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 Western main campus. In the first two weeks synchronous online lectures and readings are the basis of knowledge acquisition. A two week intensive in-person experience 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 marketplace.

Online classes begin: April 24, 2025

In-person classes begin: May 5, 2025

Classes end: May 15, 2025

## 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 peer learning.

## 5. Evaluation

There are six evaluation components in the course.

Individual Reflection #1 (due April 30)	10%
Individual Reflection #2 (due May 13)	15%
Participation	15%
Quiz #1 (May 6)	15%
Quiz #2 (May 13)	15%
Group Sustainable Marketing Proposal (due May 15)	<u>30%</u>
Total	100%

**Electronic devices of any kind (including cell phones, smart watches and calculators) are NOT permitted at quizzes.**

Students are responsible for material covered in the lectures as well as the assigned chapters/sections in the readings. Quizzes may be reviewed by contacting your instructor.

Students are **REQUIRED TO COMPLETE ALL COMPONENTS** of this course. Extra assignments to improve grades *will NOT* be allowed.

Students must familiarize themselves with the *University Policy on Academic Consideration – Undergraduate Students in First Entry Programs* posted on the Academic Calendar:

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/academic\\_consideration\\_Sep24.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration_Sep24.pdf).

This policy does not apply to requests for Academic Consideration submitted for **attempted or completed work**, whether online or in person.

The policy also does not apply to students experiencing longer-term impacts on their academic responsibilities. These students should consult [Accessible Education](#).

For procedures on how to submit Academic Consideration requests, please see the information posted on the Office of the Registrar's webpage:

[https://registrar.uwo.ca/academics/academic\\_considerations/](https://registrar.uwo.ca/academics/academic_considerations/)

All requests for Academic Consideration must be made within 48 hours after the assessment date or submission deadline.

All Academic Consideration requests must include supporting documentation; however, recognizing that formal documentation may not be available in some extenuating circumstances, the policy allows students to make one Academic Consideration request **without supporting documentation** in this course. However, the following assessments are excluded from this, and therefore always require formal supporting documentation:

- Group Sustainable Marketing Proposal

When a student *mistakenly* submits their one allowed Academic Consideration request **without supporting documentation** for the assessments listed above or those in the **Coursework with Assessment Flexibility** section below, the request cannot be recalled and reapplied. This privilege is forfeited.

### **Evaluation Scheme for Missed Assessments**

When a student misses a Quiz and their Academic Consideration has been granted, they will be allowed to write a Make Up Quiz. The student is responsible for seeking a make up date with the instructor within a reasonable time frame.

If a student is unable to meet the scheduled make-up, then the student is responsible for obtaining new accommodations from Academic Counselling and the Quiz may be delayed until the next time the class occurs.

### **Essential Learning Requirements**

Even when Academic Considerations are granted for missed coursework, the following are deemed essential to earn a passing grade.

- **80% attendance is required to pass the course.** There are no exceptions to this.

Not meeting this requirement will result in a final grade of 45. Students will not be penalized for failing to meet the attendance requirement where Academic Considerations are granted but substantial absences will make it impossible to achieve the learning outcomes of group work and thus the opportunity for accommodation may result in completing the work with the next offering of the course, in which case the

student will receive a grade of Incomplete (INC) and their maximum course load may be reduced during the term in which they complete their course requirements.

### **Coursework with Assessment Flexibility**

By policy, instructors may deny Academic Consideration requests for the following assessments with built-in flexibility:

**Reflection Assignments.** Students are expected to submit each of the reflection assignments by the deadline listed. Should extenuating circumstances arise, students do not need to request Academic Consideration and they are permitted to submit their assignment up to 48 hours past the deadline without a late penalty. Should students submit their assessment beyond 48 hours past the deadline, a late penalty of 15% per day will be applied. Academic Consideration requests may be granted only for extenuating circumstances that started before the deadline and lasted longer than the No-Late-Penalty Period (48 hours).

**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**

See 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](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 instructor 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, assessment materials, 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. Quiz Policies

- Bring student identification to exams.
- Nothing is to be on/at one's desk during an exam except a pencil, an eraser, and the individual's student card
- Do not wear baseball caps to exams
- Do not bring or wear smart watches, music players, cell phones, beepers, or other electronic devices to exams

# 9. Attendance

Note **80% attendance is required to pass the course**

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.

## 9.1 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 an assessment. Cover any readings and arrange to borrow the missed lectures notes from a classmate.

## 9.2 Extended Absences.

If you are absent more than approximately two classes or if you get too far behind to catch up, you should consider the attendance requirements and consider dropping the course. The Academic Counsellors can help you to consider the alternatives. At your request, they can also keep your instructors informed about your difficulties.

# 10. 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 lvey 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.**

## **11. Posting of Grades**

Grades will be posted on OWL as they 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.

## **12. University Policy Regarding Illness, Absence and Accommodation**

### **12.1 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](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](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf)

### **12.2 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/Academic\\_Accommodation\\_disabilities.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Accommodation_disabilities.pdf)

Students needing access to Accessible Education should register here:

[http://academicsupport.uwo.ca/accessible\\_education/index.html](http://academicsupport.uwo.ca/accessible_education/index.html)

### **12.3 Religious Accommodation**

When conflicts with a religious holiday that requires an absence from the University or prohibits certain activities, students should request an accommodation for their absence in writing to the course instructor and/or the Academic Advising office of their Faculty of Registration. This notice should be made as early as possible but not later than two weeks prior to the writing or the examination (or one week prior to the writing of the test).

Please visit the Diversity Calendars posted on our university's EDID website for the recognized religious holidays:

<https://www.edi.uwo.ca>.

### **13. 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](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. When in doubt, just ask. 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](mailto: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 your assessment, or obtaining information about an assessment 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 tests may ask students to move to another seat during the 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.

### **14. 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.



## 15. Support Services

### 15.1 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.

### 15.2 Academic Concerns.

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