

Syllabus: ENBUS 309 Applied Social Marketing

Contact Information

Announcements

I will use the **Announcements** widget on the Course Home page during the term to communicate new or changing information regarding due dates, instructor absence, etc., as needed. You are expected to read the announcements on a regular basis.

To ensure you are viewing the complete list of announcements, you may need to click **Show All Announcements**.

Contact Us

Who and Why	Contact Details
<p data-bbox="204 1194 488 1230">Instructor and TA</p> <ul data-bbox="253 1276 558 1556" style="list-style-type: none"><li data-bbox="253 1276 558 1476">• Course-related questions (e.g., course content, deadlines, assignments, etc.)<li data-bbox="253 1482 558 1556">• Questions of a personal nature	<p data-bbox="646 1016 1390 1136">Post your course-related questions to the Ask the Instructor discussion topic*. This allows other students to benefit from your question as well.</p> <p data-bbox="646 1178 1377 1255">Questions of a personal nature can be directed to your instructor.</p> <p data-bbox="646 1297 1032 1375">Instructor: Jennifer Lynes jklynes@uwaterloo.ca</p> <p data-bbox="646 1417 889 1537">TA: Hajar Alviri halviri@uwaterloo.ca</p> <p data-bbox="646 1579 1377 1780">We will check email and the Ask the Instructor discussion topic* frequently and will make every effort to reply to your questions within 24 hours, Monday to Friday. When emailing us, please indicate the course code in the subject line.</p>

Who and Why	Contact Details
<p>Technical Support</p> <ul style="list-style-type: none"> • Technical problems with Waterloo LEARN 	<p>learnhelp@uwaterloo.ca</p> <p>Include your full name, WatIAM user ID, student number, and course name and number.</p> <p>Technical support is available during regular business hours, Monday to Friday, 8:30 AM to 4:30 PM (Eastern Time).</p> <p>LEARN Help Student Documentation</p>
<p>Student Resources</p>	<p>Student Resources</p> <ul style="list-style-type: none"> • Academic advice • Student success • WatCards • Library services and more

*Discussion topics can be accessed by clicking **Connect** and then **Discussions** on the course navigation bar above.

Course Description and Learning Outcomes

Course Description

Social marketing uses social psychology and marketing concepts to promote behavioral change (e.g. anti-smoking campaigns, promotion of household energy conservation, and so on). This course will focus on developing an understanding of social marketing and behavioral change models. These concepts will be applied in the context of sustainability issues, using case studies to demonstrate successful (and not so successful) social marketing programs.

Learning Outcomes

By the end of this course, students should be able to:

- To develop an understanding of behavior change theories as they apply to fostering sustainable behavior

- To critically evaluate social marketing campaigns
- To apply effective social marketing techniques in the development of strategies that encourage environmentally-responsible behavior

Grade Breakdown

The following table represents the grade breakdown of this course.

Activities and Assignments	Weight (%)
COVID comparison or Infographic assignment	25%
Weekly Quizzes	25%
Social Marketing Worksheets & Final Recommendations	25%
Anything Assignment	25%

Final Assessment

There are no midterms or final exams in this course. The "Anything Assignment" is the final assessment item in this course but it can also be handed in at anytime in the course ...so you don't have to wait until Week 12 to complete it!

Your Instructor (that's me)



I have been teaching in the Environment and Business program since its inception (yes, I'm *that* old!) and between 2012-2018 I was program director before handing the reins over to Prof. Wood. I completed my PhD in Brisbane, Australia at Griffith University, in the School of Environmental Planning. I also have an educational background in marketing (Guelph) and environmental studies (Waterloo). My primary area of research is 'marketing for sustainability', that is, looking at how we can make products greener, ensure that companies don't greenwash, but also change how consumers behave when making purchasing decisions. In this research, I have a particular interest in fashion, the live music industry and electric vehicles. And despite that fact that my main mode of transportation is a bike, I am a bit of a motor head (I can't explain it...I think it must be genetic...).

Outside of work, my passion is skating (mainly short-track speed skating and skating marathons). My dream is to skate in Austria in a 200km race they have at [Lake Weissensee](#). It is called the "alternative Dutch 11-city tour" (or "Elfstedentocht"). It is actually a really interesting example of the effects of climate change on winter ice. If you are interested in learning more about this, check out:

["The Elfstedentocht is the great speed skating race you've never heard of"](#) (2017) by Evert van Benthem, CBC.

Materials and Resources

Required text book: Fostering Sustainable Behaviour: An introduction to Community-Based Social Marketing by Doug McKenzie-Mohr. 3rd Edition (2011). New Society Publishers. This book can be accessed for no cost at the following

URL: <http://www.cbsm.com/pages/guide/preface/> It is also available for purchase online through major book retailers. d.

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Recommended

Other readings will be provided on LEARN on a week-to-week basis. These will be posted under "Content" and Weekly Modules.

Resources

[Library COVID-19: Updates on library services and operations.](#)

University Policies

Purpose: for students to understand the University Policies that pertain to them being a student in the course.

Academic integrity: In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect and responsibility. [Check the [Office of Academic Integrity](#) for more information.]

Grievance: A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read [Policy 70, Student Petitions and Grievances, Section 4](#). When in doubt, please be certain to contact the department's administrative assistant who will provide further assistance.

Discipline: A student is expected to know what constitutes academic integrity to avoid committing an academic offence, and to take responsibility for his/her actions.

[Check the [Office of Academic Integrity](#) for more information.] A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about “rules” for group work/collaboration should seek guidance from the course instructor, academic advisor, or the undergraduate associate dean. For information on categories of offences and types of penalties, students should refer to [Policy 71, Student Discipline](#). For typical penalties, check [Guidelines for the Assessment of Penalties](#).

Appeals: A decision made or penalty imposed under [Policy 70, Student Petitions and Grievances](#) (other than a petition) or [Policy 71, Student Discipline](#) may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to [Policy 72, Student Appeals](#).

Note for students with disabilities: [AccessAbility Services](#), located in Needles Hall, Room 1401, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with AccessAbility Services at the beginning of each academic term.

Turnitin.com: Text matching software (Turnitin®) may be used to screen assignments in this course. Turnitin® is used to verify that all materials and sources in assignments are documented. Students' submissions are stored on a U.S. server, therefore students must be given an alternative (e.g., scaffolded assignment or annotated bibliography), if they are concerned about their privacy and/or security. Students will be given due notice, in the first week of the term and/or at the time assignment details are provided, about arrangements and alternatives for the use of Turnitin in this course.

It is the responsibility of the student to notify the instructor if they, in the first week of term or at the time assignment details are provided, wish to submit alternate assignment.

University policies are from the course outline template: June 15, 2009 (updated March 2018)

Coronavirus Information

[Coronavirus Information for Students](#)

This resource provides updated information on COVID-19 and guidance for accommodations due to COVID-19.

Mental Health Support (optional)

Purpose: this optional section provides students with the services and contact information for mental health supports

All of us need a support system. We encourage you to seek out mental health supports and resources when they are needed. You can reach out to [Campus Wellness](#) and learn about the variety of services available to promote your mental health and wellbeing.

Territorial Acknowledgement (optional)

Purpose: to acknowledge Indigenous peoples' presence and land rights, to recognize that we benefit from the land, to prompt reflection, in the spirit of Truth and Reconciliation.

“We acknowledge that we live and work on the traditional territory of the Neutral, Anishinaabeg, and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, the land promised to the Six Nations that includes six miles on each side of the Grand River.”

Note that you can use this acknowledgement as it is, or you may give it additional context specific to you and/or your course.

Credits and Copyright

Purpose: to give credit where required for media that is not credited within other course content, such as the course author's photo and the course banner graphic, and to list copyright information.

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