First-Year Seminar Draft Syllabus

Sustainability and Social Marketing, Fall 2018

Class meets 11:30 am to 12:20 pm, W236 AJB
Prof. Rachel Young, rachel-young@uiowa.edu, Office: W333 AJB
Office hours: 4-5 pm Tuesdays, 1-3 pm Wednesdays
SJMC DEO: Dr. David Ryfe, david-ryfe@uiowa.edu, Office: E305B AJB

Course Overview: Nearly 6 in 10 U. S. residents believe climate change is caused by humans, and
the same number say they're at least somewhat worried about the effects. However, nearly half of
Americans say they and their family and friends make little to no effort to reduce global warming.
How do we convince people to care more about climate change and its effects? And how do we
convince them to do something about it? This First-Year Seminar will explore the role of individual
behavior in climate change with the goal of developing a social marketing campaign to promote
sustainable behavior among college freshmen. Social marketing uses the tools of the persuasion
industries for public good and social change. A social marketing approach has been used to promote
many attitudes, behaviors, and policies, include safe sex and sustainable water usage. Using Fostering
Sustainable Behavior as our textbook, you will read about social-psychological barriers to and
predictors of sustainable behaviors. You will the research benefits of and barriers to sustainable
behavior among our target audience, then develop a strategic campaign.

Grades will be based on participation in in-class discussions and campaign critiques, a primary
research assignment, and group work to develop and implement a strategic communication
campaign for a college audience.

SJMC Learning Outcomes
The School of Journalism and Mass Communication is committed to your academic and
professional success. In line with this commitment, we have identified particular learning outcomes
for the JMC curriculum. Our course addresses the following outcomes:

• Media Literacy Learning Goal: You will learn how to create and disseminate media
  messages in various forms.
• Writing and Storytelling Learning Goal: You will display the ability to access and analyze
data, report facts accurately, research and edit information responsibly and in a manner
commensurate with professional standards.

Course-Specific Objectives
By the end of this class you will be able to:

• Understand the social marketing approach to social change, and why it is different than
  other forms of persuasion.
• Recognize the barriers to and facilitators of sustainable behaviors.
• Research and develop a social marketing campaign to promote a behavior.

Expectations
Required Reading, Listening and Viewing
This course has one required book: Fostering Sustainable Behavior: An Introduction to Community-Based
Social Marketing, 3rd Ed., by Doug McKenzie-Mohr, available at Iowa Book
In addition, this course will require weekly reading, listening and viewing of relevant examples. All required material will be posted on ICON as a link or pdf.

Late Policy
Assignments are due at the start of class indicated. You must be in class to get credit for your assignment. No extensions will be given unless you have truly extenuating circumstances. In these cases, you must speak with me before the assignment is due. Writing assignments turned in late without an approved extension will receive a maximum of half credit.

Diversity and Discussion
In this class, we will be discussing current events and contemporary social issues, including potentially sensitive subjects. In this class, we support the open presentation and discussion of viewpoints, even those we don’t like or disagree with, and we will also be respectful of others’ ideas.

Academic Honesty and Misconduct
As a student in the College of Liberal Arts and Sciences at the University of Iowa, you are expected to abide by the College’s Code of Academic Honesty. According to the Code: Honesty is an essential value of our academic community. You are here to learn, and learning depends upon hard work and academic honesty. Your instructors set high standards and expect you to do your very best, completing your work honestly. Any student who registers for courses in the College of Liberal Arts and Sciences has, in essence, agreed to the value of learning and thus to the importance of the College’s Code of Academic Honesty. Code offenses include cheating on exams and quizzes, plagiarism, unauthorized collaboration, willful misrepresentation, and facilitating academic misconduct of others. Academic misconduct is serious, and therefore, has serious consequences, which can impact your future.

Grade Allocation

Attendance: Required
• This is a discussion-based course. As such being there is key. Attendance is required.
• Every student gets one “grace” absence from class. Each additional unexcused absence will result in an automatic 1/3 letter grade deduction from your course grade. For example, if you miss two classes, the highest grade you can earn is an A- and so on. Two late arrivals will count as one absence.

Participation: 40%
• Your participation grade will reflect assessment of your preparedness, cooperation, and contribution. While attendance means “showing up,” participation means completing the assigned readings and tasks on time, cooperation means working well with others, and contribution means adding value to class discussions, activities, and in-class writing.

Research project and presentation: 30%
• You will conduct a brief primary research project (survey and/or interviews) on sustainable behaviors within your target audience, develop a one-page executive summary, present your results to the class.

Final Campaign: 30%
• Our class will work together to develop a social marketing campaign. You will be graded on completion of your portion of the campaign.
Grading Scale *(percentages will be rounded to the nearest whole number)*

- **A**: 93% & above
- **A-**: 90–92%
- **B+**: 87–89%
- **B**: 83–86%
- **B-**: 80–82%
- **C+**: 77–79%
- **C**: 73–76%
- **C-**: 70–72%
- **D+**: 67–69%
- **D**: 63–66%
- **D-**: 60–62%
- **F**: 59% & below

**Course Schedule**

In addition to the assigned readings from the textbook, each week we will explore relevant cases and examples related to the topic. Additional reading/viewing/listening material will be assigned in advance and posted on ICON. Schedule subject to change.

**August 21, Week 1: Course introduction**
What are sustainable behaviors, and why do we have such a hard time following through on them?

**August 28, Week 2: What is social marketing?**
Read textbook Intro, Step 1: Selecting Behaviors, and “Here’s what you can actually do to stop climate change” (on ICON)

- Research project assigned in class

**September 4, Week 3: Barriers to sustainable behavior**
Read textbook Step 2: Identifying Barriers and “Why are there so few vegetarians?” (on ICON)

**September 11, Week 4: Building a research base**
Read textbook Step 3: Developing Strategies (pp. 41-60) and “What’s the best way to get Americans to actually recycle?” (on ICON)

**September 18, Week 5: No class – field trip to Kent Prairie from 1-4 pm, Sunday, September 16**

**September 25, Week 6: Social influence and sustainability**
Read textbook chapters Step 3: Social Norms & Social Diffusion (pp. 61-83) and “Wasting water is weird” (on ICON – make sure to watch videos)

**October 2, Week 7: Research Presentations**

- Research presentations and executive summaries due in class

**October 9, Week 8: Nudging good behavior**
Read textbook chapter Step 3: Prompts (pp. 83-92), Incentives (pp. 111-120) and Convenience (pp. 121-128)

- Final campaign assignment discussed

**October 16, Week 9: Effective messages, research presentations**
Read the textbook chapter Step 3: Communication (pp. 93-110) and “Does hope inspire more action on climate change than fear? We don’t know” (on ICON)

**October 23, Week 10: Field trip to the Power Plant**
October 30, Week 11: Putting campaigns into action
Read textbook Developing strategies revisited and Step 4: Piloting (pp. 129-142)
Field trip to the power plant

November 6, Week 12: No class – field trip to Kent Prairie from 1-4 pm, Sunday, November 4

November 13, Week 13: Implementing campaigns
Read textbook Step 5: Broad-scale implementation and evaluation and Concluding thoughts (pp. 143-152)

November 20, Week 14: Thanksgiving break, no class

November 27, Week 15: Campaigns work day

December 4, Week 16: Campaigns work day
• Final campaign materials due by the start of class

Finals week, date TBA: Semester wrap-up party

Extra readings:

College of Liberal Arts and Sciences: Policies and Resources

Administrative Home
The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and other policies. These policies vary by college (https://clas.uiowa.edu/students/handbook).

Electronic Communication
Students are responsible for official correspondences sent to their UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2).

Accommodations for Disabilities
UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and physical or health-related condition) by registering with Student Disability Services (SDS). The student should then discuss accommodations with the course instructor (https://sds.studentlife.uiowa.edu/).

Nondiscrimination in the Classroom
UI is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University's Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity at diversity@uiowa.edu or diversity.uiowa.edu.

Academic Integrity
All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty. Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through the UI email address.

CLAS Final Examination Policies
The final exam schedule for each semester is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this final exam information. No exams of any kind are allowed the week before finals. (https://clas.uiowa.edu/faculty/teaching-policies-resources-examination-policies.)

Making a Complaint
Students with a complaint should first visit with the instructor or course supervisor and then with the departmental executive officer (DEO), also known as the Chair. Students may then bring the concern to CLAS (https://clas.uiowa.edu/students/handbook/student-rights-responsibilities).

Understanding Sexual Harassment
Sexual harassment subverts the mission of the University and threatens the well-being of students,
faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI Office of the Sexual Misconduct Response Coordinator for assistance, definitions, and the full University policy.