



GLOBAL SUMMER PROGRAMME 2027

COR605 SUSTAINABILITY COMMUNICATION

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COURSE DESCRIPTION

Sustainable growth ensures the social, economic, and ecological resources people enjoy today will be available for future generations. In many ways, humanity is progressing unsustainably, creating prosperity for people “here and now” at the expense of people in developing regions and future generations. The solution to this problem is about human behaviour and participation on a global scale. Governments play an important role by enacting smart regulations and creating binding international agreements. Businesses can help by creating more sustainable options for consumers. Individuals play an equally important role by changing their consumption habits.

In this course, we will examine the concepts of sustainability and communication for sustainability. In addition to discussing aspects of sustainability, we will review several theories and strategies of communication that clarify challenges and benefits of shifting public attitudes and behaviours toward a more sustainable future. Reviews of case studies and academic research will help guide discussions.

LEARNING OBJECTIVES

By the end of the course, students will be able to:

1. Define the concept of “sustainability.”
2. Discuss behavioural and communication phenomena.
3. Conduct insightful audience research.
4. Identify an ideal behaviour to target for change.
5. Implement an effective communication strategy.
6. Distinguish among the roles of multiple stakeholders

PRE-REQUISITES / REQUIREMENTS / MUTUALLY EXCLUSIVE COURSE(S)

None

ASSESSMENT METHODS

<i>Assessment Method</i>	<i>Weightage</i>	<i>Description</i>
Class Participation	20%	Students will earn marks for participating actively in classroom activities and discussions.
Mid-Term 1	15%	Students will complete an open-book online midterm quiz testing their knowledge of course concepts from weeks 2 – 5. The quiz will involve multiple-choice questions and possibly fill-in-the-blank questions. There will be 30 questions.
Mid-Term 2	25%	Students will complete an in-class midterm quiz testing their knowledge of course concepts from the whole term. The quiz will involve multiple-choice questions and possibly fill-in-the-blank questions. There will be 50 questions.
Team Media Project	40%	Teams will develop a social marketing strategy and media content based on a problem statement, situation analysis, and audience analysis. Teams will present their projects in week 14.
Total:	100%	

INSTRUCTIONAL METHODS AND EXPECTATIONS

<i>Instructional Method</i>	<i>Description (Purpose/Format)</i>	<i>Expectation(s)</i>
Video Lectures	Each week, there will be up to 60 minutes of video lecture content. The lectures will use verbal and visual content to present concepts related to the readings and drawn from multiple sources. The purpose of the lectures is to introduce concepts, draw focus to key aspects relevant to the module, and link them with concepts from previous lectures.	Students should be attentive to the lecture contents and prepare clarifying questions about things they feel they do not understand. They will have an opportunity to ask those questions during tutorials.
Tutorial Activities	During each tutorial, there will be one or more case studies and team-based activity associated with the weekly lecture topic. The aim of the activities is to process the lecture content in teams and discuss the ideas from the content. The activities provide an opportunity to ask questions and receive feedback about unclear concepts.	Students should actively participate in team-based activities by contributing their own knowledge and perspectives while being receptive to others.
Team Media Project	During the semester, teams will work to develop persuasive media content based on a carefully articulated communication strategy.	Students should employ formative audience research and draw on relevant theories of communication and behaviour. In addition to creating media, each team will prepare a strategy proposal, final report, and video presentation.

CONSULTATIONS

Online and face-to-face consultations will be on an ad hoc basis throughout the term. There will be scheduled consultations in weeks 6 and 10 as students prepare their research proposals.

RECOMMENDED TEXT AND READINGS

See reading list on eLearn or links below. Note, readings will be added as the semester progresses.

UNIVERSITY POLICIES

Academic Integrity

All acts of academic dishonesty (including, but not limited to, plagiarism, cheating, fabrication, facilitation of acts of academic dishonesty by others, unauthorized possession of exam questions, or tampering with the academic work of other students) are serious offences.

All work (whether oral or written) submitted for purposes of assessment must be the student's own work. Penalties for violation of the policy range from zero marks for the component assessment to expulsion, depending on the nature of the offense.

When in doubt, students should consult the instructors of the course. Details on the SMU Code of Academic Integrity may be accessed at <https://smu.sharepoint.com/sites/oasis/SitePages/DOS-WKLSWC/UCSC.aspx>.

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Accessibility

SMU strives to make learning experiences accessible for all. If you anticipate or experience physical or academic barriers due to disability, please let me know immediately. You are also welcome to contact the university's accessibility services team if you have questions or concerns about academic provisions: accessibility@smu.edu.sg. Please be aware that the accessible tables in our seminar room should remain available for students who require them.

Digital Readiness for Teaching and Learning (DRTL)

As part of emergency preparedness, instructors may conduct lessons online via the Zoom platform during the term, to prepare students for online learning. During an actual emergency, students will be notified to access the Zoom platform for their online lessons. The class schedule will mirror the current face-to-face class timetable unless otherwise stated.

LESSON PLAN		
WEEK	TOPIC	COURSE READINGS
1	Course introduction	No Reading
2	Climate change Public communication	Roser-Renouf et al. (2021)
3	Economic circularization Organizational communication	Circular Economy Overview (plus video) Circular Economy Pitch (plus videos)
4	Renewable energy Argumentation and framing	Bär et al. (2023)
5	Biodiversity loss Narrative communication	Malecki et al. (2023)
6*	Midterm 1 Project consultations	
7**	Food & water security Visual communication	Fang & Sun (2016)
	RECESS	
8	Ocean health and overfishing Stakeholder engagement	Gutiérrez & Morgan (2015)
9	Plastic & microplastic pollution Campaign evaluation	Borg et al. (2022)
10	Midterm 2 Project consultations	

*This week's class is on a holiday. Therefore, the online midterm will be from 5 to 6 p.m. on 21 February. There will also be online consultations, schedule TBA.

**Prof Rosenthal will be overseas this week, so the tutorial activities will be conducted online. The tutorial contents and instructions will be posted the week prior.