

## Brief Course Outline

**Course Title:** **Advances in Sustainability and Consumer Behavior**

**Course Number and Section:**

MOS

4511G 550

**Instructor Name(s):** Matthew Maxwell-Smith

**Instructor Email(s):** mmaxwel3@uwo.ca

Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL is the official and authoritative source of information for the course.

### Course Description:

This course reviews cutting-edge research tools, theories, and research findings at the intersection of sustainability and consumer behaviour. The focus is on using behavioural research methods and findings to understand, predict, and encourage sustainable consumption, while reviewing important issues in marketing and sustainability.

### Learning Outcomes:

- Achieve a broad and detailed understanding of how consumers feel and what consumers do about sustainability issues.
- Develop skills to critically analyze behavioural science research on sustainability to make evidence-based commercial and policy decisions.
- Develop the ability to understand and interpret data and graphics on behavioural research related to sustainability and communicate to relevant audiences.
- Communicate orally regarding complex issues related to sustainability and corresponding behavioural research insights.
- Develop evidence-based knowledge and skills on planning effective interventions to encourage sustainable consumer behaviour.
- Apply behavioural research insights on sustainability to create and propose effective interventions and social marketing campaigns using oral and written formats.
- Develop the ability to design research studies to address knowledge gaps on sustainability and consumer behaviour.

### Textbooks and Course Materials:

There no required textbook. Journal articles and chapters only (see section 7.0 in the course syllabus).

## Methods Of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Class Participation		20
Article Presentation and Discussion Moderator		15
Research Proposal		25
Social Marketing Term Project (progress report, Presentation, Final Report)		40

In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.

Thursday, December 5, 2024