

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 Brightspace 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: one outcome per entry

- 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.

Textbooks and Course Materials:

There is no required textbook. Journal articles are accessible via Western libraries and free of charge (see section 7.0 of the syllabus for details on assigned readings).

Methods of Evaluation: one assignment per entry

Assignment	Due Date mm/dd/yy	Weight - %
Class Participation		30
Article Presentation and Discussion		15
Marketing Term Project: Progress report		15
Social Marketing Term Project: Written Plan		25
Social Marketing Term Project: Presentation		15

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

Wednesday, December 31, 2025

Huron Brief Course Outline

In-course Costs

\$000.00

For Textbooks and Course Materials (below), you are required to include the cost of each textbook or other learning material.

Note whether there are any restrictions that would prevent a student from using a second-hand copy. Here is some suggested text:

- Required textbook: [author, title, edition, publisher, date]. Cost: [insert amount].
 - Or include the weblink of the textbook's publisher site that includes the cost information.
- Students need to purchase this edition. Second-hand or older editions will not be sufficient.
- OR Students are welcome to purchase second-hand or earlier editions of this textbook.
- This course has an optional field trip that costs [insert amount].
- This course has a required field component that costs [insert amount].