

SUSTAINABILITY MARKETING
MKTG 3675 – 001 & SUST 3675 – 001 (Values/Ethics)
FALL 2017

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Grading and Evaluation:

Grade Distribution: Your grade in this course is determined as follows:

Final Exam	150 points
Sustainability Marketing Creative Video (Group)	150 points
HW, In-class & Case assignments	80 points
Stockton Goes Green Presentation (Group)	50 points
Library Workshop & Assignment	10 points
Presentation Skills Workshop	10 points

	450 total

Final Exam (150 points): The Final Exam will be based on class lectures and reading assignments for the weeks before the exam. It will focus on your understanding of the important concepts and on your ability to apply the concepts. The exam will include everything covered in class. Thus, assigned readings from the textbook, periodicals, and other references, as well as materials from case and class discussions are appropriate for testing. The exam will be based on multiple choice questions. There will be no make-up exam except for legitimate and prior-approved reasons. *Make-up exam will be given only if I receive a note from your physician and/or the university advising that you be allowed to take a make-up exam.*

Sustainability Marketing Creative Video (150 points - Group): A major deliverable of the course is the creation of a short video (5:00 to 8:00 minutes). It is a team assignment (3 students) and it is really fun! For your inspiration I will show award-winning videos from previous semester as well as from another school in Europe. The specific task for the Sustainability Marketing course will be to create a video on one of the subjects covered in class. You can also look at our textbook chapters to come up with a creative idea. The videos will be evaluated according to content, creativity and style. You will need to save your video and submit with a USB stick on **November 30th**. We will watch the videos with the campus community on **December 5th** and award the best videos based on public choice (the public choice awards are independent of the evaluation of the instructor). You will be responsible for forming your own teams, so begin to think about who you would like to choose to share this responsibility.

Homework, In-class & Case Assignments (80 points – Individual/Group): Over the course of the semester, you will have online/in-class assignments, in which you will need to read the relevant articles, chapters, notes, or watch videos and other materials and submit your completed work for grading. Also, there will be assigned case studies as homework.

Stockton Goes Green Field Research Presentation (50 points - Group): On November 14th and 16th you will present your findings from the Stockton Goes Green Field Research. In this group presentation, you will summarize what you have found to be environmentally harmful on campus and what could be done to make Stockton greener. You will be graded based on the information you provide and usage of presentation skills you have gained from the workshop.

Library Workshop & Assignment (10 points – Individual): There will be a Library Research Skills workshop on September 19th - all students are required to attend. This workshop will help with the improvement of your “information literacy and research skills”. You will learn how to choose sources from the library electronic databases and incorporate those sources in your research.

Presentation Skills Workshop (10 points – Individual): There will be an in-class presentation skills workshop on November 9th - all students are required to attend.

Grade Determination: The points earned from the tests and assignments outlined above will be totaled and compared to the following standard to determine the final grade:

A	= 93% and above
A-	= 90 to 92.99%
B+	= 87 to 89.99%
B	= 83 to 86.99%
B-	= 80 to 82.99%
C+	= 77 to 79.99%
C	= 73 to 76.99%
C-	= 70 to 72.99%
D	= 60 to 69.99%
F	= 59.99% and less