

SUSTAINABILITY MARKETING BLOG

COMM 486F: Sustainability Marketing

January 2016

The study of sustainability marketing is enriched by individual exploration of personal views on, experience with, and observations of this complex field of work. For this reason, students will be encouraged to share through weekly blog posts their individual sustainability marketing insights and questions arising from their growing knowledge in this area. And because true discourse requires two-way communication, students will also be asked to regularly read and submit thoughtful comments on their peers' posts.

Assignment Details:

Part 1: 8 regular blog posts (20%)

This assignment is your chance to express yourself and to practice working with the course frameworks and concepts as you encounter them in your life and studies.

You may either set up a new blog for the purposes of this course or use one of your existing blogs. If you use an existing blog, please apply tags or categories to your posts to help the instructor and your peers to find your sustainability marketing-related posts. Instructions will be provided in the second week of the course to guide you in setting up and registering your blog to the course blogroll to share with the class.

At regular intervals (aim for every 1-1.5 weeks) between January 20 (see schedule in the Course Outline) and April 8, write a minimum total of 8 blog posts, ~300 words (max 400 words!), on any topic related to sustainability marketing.

Your blogging will be evaluated based on the following:

- **Insightfulness:** Include your opinions of, insights about, perspectives on, and analysis of current issues in the study, practice, and evaluation of sustainability marketing. Do not just recount details or facts; rather, you should interpret, critique, challenge, connect, build on, or otherwise add value to the details, facts, and others' opinions to which you refer in your posts.
- **Relevance and timeliness:** Your blog should address current issues in and examples of sustainability marketing. Historical content can be valuable, too, as long as you link it to present-day topics.
- **Readability:** The most readable and engaging blog posts are: not too long; make effective use of images, videos, and hyperlinks; assume a conversational tone; have been carefully proofread and previewed for formatting; and contain consistently referenced sources (hyperlinks help with referencing of sources).
- **Connection to course concepts:** Not every post has to have a direct tie-in with a course concept, but overall you should show evidence of applying the material that you are studying in the course.
- **Regularity:** By the end of the term, you should have written and released at least 8 posts (and more than 8 would be fine – no upper limit!). The final blog post is due on April 8.

Part 2: Blog Comments (5%)

At regular intervals (aim for every 1-1.5 weeks) between January 20 (see schedule in the Course Outline) and April 8, read a different classmate's blog post and write a thoughtful comment on it, max. ~100 words. You will be able to find your peers' blogs in the class blogroll on the right-hand side of the course blog (once the blogroll has been set up and everyone has registered their blogs). By the end of the course, you should have written comments on at least 8 different classmates' blog posts.

Your comments will be evaluated based on the following:

- **Insightfulness:** Demonstrate your understanding and look to add value to your peers' blog posts through your comments about what they have written. Vague, generalized statements (e.g. "Nice post! Good research.") do not add value to the discussion; rather, you should interpret, critique, challenge, connect, build on, or otherwise add value to the opinions and analyses of your classmates.
- **Regularity:** By the end of the term, you should have written 8 comments on different classmates' blog posts (although more than 8 would be fine – no upper limit!). The final blog comment is due on April 8. If you wish to get ahead on your blog comments, you may count up to three comments per week. However, multiple comments on the same students' blog, even if on different posts within that blog, will only count as one comment. The purpose of this rule is to encourage you to explore different classmates' work.

At the end of the term, you will be asked to submit a listing of the 8 different students' blog posts on which you have written comments. This should include a hyperlink to each specific blog post for which your comment was submitted, so the instructor can easily find, read, and evaluate your commentary.