

Course Outline

Code: SUS202

Title: Communicating Sustainability

Faculty of Arts, Business and Law

School of Social Sciences

Teaching Session: Semester 2

Year: 2018

Course Coordinator: **Dr Noni Keys**

Email: nkeys@usc.edu.au

1. What is this course about?

1.1 Course description

Communicating sustainability ideas effectively is essential to achieving transformation at individual, organizational and societal scales. Sustainability communication is a complex task requiring comprehensive sustainability knowledge, interpersonal skills, creativity, precision and proficiencies across a diverse mix of media. This course combines communication theory and sustainability discourse to present a range of proven techniques and strategies to achieve action for sustainability. You'll gain interdisciplinary experience across the trans-media landscape and range of advocacy mechanisms.

1.2 Course content

- Understanding sustainability communication;
- Theories of sustainability communication;
- Communication strategies;
- Tools for sustainability communication; and
- Sustainability communication in practice.

2. Unit value

12 units

Course Outline: SUS202 Communicating Sustainability

3. How does this course contribute to my learning?

Specific Learning Outcomes	Assessment Tasks	Graduate Qualities
On successful completion of this course you should be able to:	You will be assessed on the learning outcome in task/s:	Completing these tasks successfully will contribute to you becoming:
Express sustainability ideas effectively and succinctly using credible evidence.	1, 2 and 3	Empowered. Sustainability-focussed.
Use written and visual communication strategies for the effective dissemination of sustainability knowledge and ideas.	2 and 3	Creative and critical thinkers. Sustainability-focussed.
Analyse and reflect on contemporary sustainability communication strategies with reference to communication theory and practice.	1, 2, and 3	Engaged. Sustainability-focussed.
Analyse and apply a range of communication tools and strategies with reference to purpose, audience, content and the sustainability context.	1, 2, and 3	Creative and critical thinkers. Sustainability-focussed.
Use and integrate relevant technologies to enhance the efficacy of sustainability communication strategies.	2 and 3	Empowered. Sustainability-focussed.

4. Am I eligible to enrol in this course?

Refer to the *Coursework Programs and Awards - Academic Policy* for definitions of “pre-requisites, co-requisites and anti-requisites”

4.1 Enrolment restrictions

Nil

4.2 Pre-requisites

Nil

4.3 Co-requisites

Nil

4.4 Anti-requisites

Nil

4.5 Specific assumed prior knowledge and skills

Foundation knowledge in sustainability principles, theory and application

Course Outline: SUS202 Communicating Sustainability

5. How am I going to be assessed?**5.1 Grading scale**

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

5.2 Assessment tasks

Task No.	Assessment Tasks	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Media review	Individual	25%	1000 words	Week 4	Blackboard
2	Info graphic	Individual	35%	A3 page with minimum of 11 font (info graphic) + 500 word rationale (developmental worksheet)	Week 9	Blackboard
3	Communications strategy	Individual	40%	1500 words	Week 13	Blackboard
			100%			

Assessment Task 1: Media review

Goal:	To analyse and reflect on contemporary sustainability communication strategies.
Product:	Review of communication strategies utilised by various media outlets for a sustainability issue in the past year (students will be provided with links to various online newsfeeds)
Format:	Individual 1000 word report (excluding references)
Criteria	For your selected sustainability issue, you will be assessed on your ability to review a range of news articles to: <ul style="list-style-type: none"> Identify and describe a range of perspectives and related messages Identify a range of communication techniques/strategies Suggest the implications of particular communication strategies for sustainability Ensure the quality of syntax, mechanics and evidence-based resources in your review
Generic skill assessed	Skill assessment level
Information literacy	Developing
Communication	Developing

Assessment Task 2: Info graphic

Goal:	To communicate the important dimensions of a sustainability issue in a concise and effective visual format.
Product:	Info graphic and developmental worksheet
Format:	An individual info graphic (A3 size with minimum of 11 font) that critically presents a sustainability issue suitable for inclusion on a website plus submission of a 500 word rationale (using the developmental worksheet provided).
Criteria	You will be assessed on your ability to: <ul style="list-style-type: none"> Evaluate and apply the principles of sustainability communication Synthesise sustainability information using an info graphic format

Course Outline: SUS202 Communicating Sustainability

	<ul style="list-style-type: none"> Ensure the quality of syntax, mechanics and evidence-based resources in your info graphic and rationale
Generic skill assessed	Skill assessment level
Applying technologies	Developing
Communication	Developing

Assessment Task 3: Communications strategy

Goal:	To demonstrate your ability to develop an effective trans media communication strategy to address a contemporary sustainability issue.
Product:	A communication strategy that draws on sustainability communication theory and a range of communication tools to facilitate action for sustainability.
Format:	Individual 1500 word communication strategy (excluding references).
Criteria	<p>You will be assessed on your ability to:</p> <ul style="list-style-type: none"> Articulate the goal/s of the communication strategy Identify the target audience/s Develop effective messages and identify influential messengers Analyse a range of communication modes and select the most appropriate mode/s Describe how the impact of your strategy will be monitored and evaluated Ensure the quality of syntax, mechanics and evidence-based resources in your strategy
Generic skill assessed	Skill assessment level
Organisation	Developing
Communication	Developing

5.3 Additional assessment requirements**Plagiarism**

In order to minimise incidents of plagiarism and collusion, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- The final mark is in the percentage range 47% to 49.4%
- The course is graded using the Standard Grading scale
- You have not failed an assessment task in the course due to academic misconduct

5.4 Submission penalties

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

Course Outline: SUS202 Communicating Sustainability

6. How is the course offered?

6.1 Directed study hours

Workshop: 2 hours per week

Online: 1 hour per week

6.2 Teaching semester/session(s) offered

Semester 2- Sippy Downs

7. What resources do I need to undertake this course?

7.1 Prescribed text(s)

There is no prescribed textbook for this course. Readings with electronic links to library holdings will be issued at the commencement of the course.

7.2 Required and recommended readings

Lists of required and recommended readings may be found for this course on its Blackboard site. These materials/readings will assist you in preparing for tutorials and assignments, and will provide further information regarding particular aspects of your course.

7.3 Specific requirements

N/A

7.4 Risk management

There is minimal health and safety risk in this course. It is your responsibility to familiarise yourself with the Health and Safety policies and procedures applicable within campus areas.

8. How can I obtain help with my studies?

In the first instance you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Peer Advisors and Academic Skills Advisors. You can drop in or book an appointment. To book: Tel: +61 7 5430 2890 or Email: studentcentral@usc.edu.au

9. Links to relevant University policies and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

<http://www.usc.edu.au/university/governance-and-executive/policies-and-procedures#academic-learning-and-teaching>

10. General enquiries

In person:

- **Sippy Downs** - Student Central, Ground Floor, Building C
- **USC SouthBank** - Student Central, Building B, Ground floor (level 1)
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Building A

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au