



## COURSE OUTLINE

# SUS202 Communicating Sustainability

Course Coordinator: Noni Keys (nkeys@usc.edu.au) School: School of Law and Society

2021 | Semester 2

USC Sunshine Coast  
USC Moreton Bay

ON CAMPUS

Most of your course is on campus but you may be able to do some components of this course online.

*Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.*

## 1. What is this course about?

### 1.1. 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. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
<b>Tutorial/Workshop 1</b> – On Campus Workshop - 2 hours	2hrs	Week 1	10 times
<b>Lecture</b> – 1 hour of Online Lecture content	1hr	Week 1	13 times

### 1.3. Course Topics

What is a sustainability issue?

Theoretical frameworks for communicating sustainability

Elements of communication, e.g. audience, message, messenger, mode, evaluation

Tools for communicating sustainability, e.g. visual, story, dialogue, events, tours, digital, film

Strategies for communicating sustainability

## 2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

### 3. What is the unit value of this course?

12 units

### 4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES		GRADUATE QUALITIES
On successful completion of this course, you should be able to...		Completing these tasks successfully will contribute to you becoming...
1	Communicate sustainability ideas effectively and succinctly by applying communication principles and using credible evidence.	Creative and critical thinker
2	Use written and visual communication strategies for the effective dissemination of sustainability knowledge and ideas.	Empowered
3	Analyse and apply a range of communication tools and strategies with reference to purpose, audience, content and the sustainability context.	Engaged
4	Use and integrate relevant technologies to enhance the efficacy of sustainability communication strategies.	Sustainability-focussed

### 5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

#### 5.1. Pre-requisites

Not applicable

#### 5.2. Co-requisites

Not applicable

#### 5.3. Anti-requisites

Not applicable

#### 5.4. Specific assumed prior knowledge and skills (where applicable)

Foundation knowledge in sustainability principles, theory and application

### 6. How am I going to be assessed?

#### 6.1. Grading Scale

Standard Grading (GRD)

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

#### 6.2. Details of early feedback on progress

Workshops include formative feedback from peers and the course convenor on assessments prior to their submission. This is to ensure students are addressing the required criteria and to identify where there is need for additional support.

#### 6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Written Piece	Group	30%	1000 words	Week 4	Online Assignment Submission
All	2	Artefact - Creative, and Written Piece	Individual	30%	A3 page info graphic	Week 9	Online Assignment Submission
All	3	Report	Individual	40%	1500 words	Week 13	Online Assignment Submission

### All - Assessment Task 1: Group Case Study

<b>GOAL:</b>	To analyse a sustainability issue and reflect on implications for effective communication to inspire appropriate action																					
<b>PRODUCT:</b>	Written Piece																					
<b>FORMAT:</b>	<p>Group 1000 word report (excluding reference list)</p> <p>This learning/assessment task has three components.</p> <p>Part one: Working in groups of four, examine a sustainability issue, its main drivers, impacts, stakeholders, potential actions to address it, and implications for communication.</p> <p>Your group's task will be submitted for marking to Blackboard and posted on the Blackboard Discussion Board in week 4.</p> <p>Part two: Each member of the group will submit a form assessing their own contribution to the work of the group, and the contributions of other group members, via Blackboard standard assessment. This will be completed individually and confidentially and used by the marker to assess your individual contribution to your group's work and report. This self- and peer feedback will inform 20% of the mark for Task 1.</p> <p>Part three: working individually, each student will read another group's case/report and post a short, constructive review. A template will be provided to guide your review. This must be completed in week 5 by commenting in the Blackboard Discussion Forum thread. This component will comprise 20% of the mark for Task 1.</p> <p>Detailed information outlining the submission and peer review process will be discussed in workshops and on Blackboard.</p>																					
<b>CRITERIA:</b>	<table border="1"><thead><tr><th>No.</th><th></th><th>Learning Outcome assessed</th></tr></thead><tbody><tr><td>1</td><td>Part one: Group report - Identify and describe key drivers and impacts</td><td>2</td></tr><tr><td>2</td><td>Part one: Group report - Identify and describe a range of stakeholder perspectives on your chosen issue</td><td>2</td></tr><tr><td>3</td><td>Part one: Group report - Suggest appropriate goals for communicating to each of the stakeholder groups identified</td><td>1</td></tr><tr><td>4</td><td>Part one: Group report - Ensure the quality of syntax, mechanics and evidence-based resources in your review</td><td>1</td></tr><tr><td>5</td><td>Part two: Individual contribution to group report You will be assessed on your contribution to group process and your contribution to your group's report</td><td>1</td></tr><tr><td>6</td><td>Part three: Individual review of another group's report - You will be assessed on your ability to engage constructively with elements of sustainability communication.</td><td>2</td></tr></tbody></table>	No.		Learning Outcome assessed	1	Part one: Group report - Identify and describe key drivers and impacts	2	2	Part one: Group report - Identify and describe a range of stakeholder perspectives on your chosen issue	2	3	Part one: Group report - Suggest appropriate goals for communicating to each of the stakeholder groups identified	1	4	Part one: Group report - Ensure the quality of syntax, mechanics and evidence-based resources in your review	1	5	Part two: Individual contribution to group report You will be assessed on your contribution to group process and your contribution to your group's report	1	6	Part three: Individual review of another group's report - You will be assessed on your ability to engage constructively with elements of sustainability communication.	2
No.		Learning Outcome assessed																				
1	Part one: Group report - Identify and describe key drivers and impacts	2																				
2	Part one: Group report - Identify and describe a range of stakeholder perspectives on your chosen issue	2																				
3	Part one: Group report - Suggest appropriate goals for communicating to each of the stakeholder groups identified	1																				
4	Part one: Group report - Ensure the quality of syntax, mechanics and evidence-based resources in your review	1																				
5	Part two: Individual contribution to group report You will be assessed on your contribution to group process and your contribution to your group's report	1																				
6	Part three: Individual review of another group's report - You will be assessed on your ability to engage constructively with elements of sustainability communication.	2																				

### All - Assessment Task 2: Info graphic

<b>GOAL:</b>	To communicate the important dimensions of a sustainability issue in a concise and effective visual format.
<b>PRODUCT:</b>	Artefact - Creative, and Written Piece
<b>FORMAT:</b>	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:	No.	Learning Outcome assessed
	1	Evaluate and apply the principles of sustainability communication ①
	2	Synthesise sustainability information using an info graphic format ②
	3	Ensure the quality of syntax, mechanics and evidence-based resources in your info graphic and rationale ①

### All - Assessment Task 3: Communications strategy

<b>GOAL:</b>	To demonstrate your ability to develop an effective trans media communication strategy to address a contemporary sustainability issue.	
<b>PRODUCT:</b>	Report	
<b>FORMAT:</b>	Individual 1500 word communication strategy (excluding references).	
CRITERIA:	No.	Learning Outcome assessed
	1	Articulate the goal/s of the communication strategy ③
	2	Identify the target audience/s ③
	3	Develop effective messages and identify influential messengers ③
	4	Analyse a range of communication modes and select the most appropriate mode/s ③
	5	Describe how the impact of your strategy will be monitored and evaluated ④
	6	Ensure the quality of syntax, mechanics and evidence-based resources in your strategy ①

## 7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

## 8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site– Please log in as soon as possible.

### 8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

### 8.2. Specific requirements

Information regarding prescribed texts or other associated resources will be made available on the BlackBoard site prior to commencement of study.

## 9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

## 10. What administrative information is relevant to this course?

### 10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, 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.

### 10.2. Assessment: Additional Requirements

#### 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

### 10.3. Assessment: Submission penalties

Late submission of assessment tasks may 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.

### 10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au).

### 10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au) or call 07 5430 1226.

### 10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email [AccessAbility@usc.edu.au](mailto:AccessAbility@usc.edu.au) or call 07 5430 2890.

### 10.7. Links to relevant University policy 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

Visit the USC website: <http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

## 10.8. General Enquiries

### In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

**Tel:** +61 7 5430 2890

**Email:** [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)