

Summer 2023

Room: ONLINE

**Instructor:** Dr. Curtis P. Haugtvedt

**E-mail:** Haugtvedt.1@OSU.EDU

**Course Description:** Broadly defined, social marketing involves using marketing tools and techniques to understand and change behaviors of individuals and organizations in ways that can benefit individuals, society, and the environment. Public policy involves government rules and regulations to set standards that can serve to guide the behaviors of individuals and organizations. In this course, you will explore a wide variety of challenges facing societies and the environment. You will learn about efforts to change behaviors seen as harmful to individuals, groups, and the environment. The social and environmental issues addressed in this course will focus on a wide variety of issues from around the world. Discussions of these issues will hopefully be lively, provocative, and engender additional thought and reflection well beyond the context and time frame of this course!

**Course Learning Outcomes:**

After taking this course, you will better understand the complexities of problems facing individuals, groups, businesses, and policy makers; you will develop the ability to apply marketing principles and social science theories and techniques to foster positive change in the behaviors of individuals, groups, businesses, and policy makers.

**Pre-Requirements:**

**Required Texts/Materials:**

***Social Marketing: Changing Behaviors for Good, 6e***

Lee and Kotler (SAGE PUBLICATIONS 2020) ISBN 9781544351520

*Click on the CarmenBooks link in the upper left menu in Canvas to access the textbook.*

The textbook and/or courseware for this course is being provided via CarmenBooks. Through CarmenBooks, students obtain publisher materials electronically through CarmenCanvas, saving them up to 80% per title. The fee for this material is included as part of tuition and is listed as *CarmenBooks fee* on your Statement of Account. In addition to cost-savings, materials provided through CarmenBooks are available immediately on or before the first day of class. There is no need to wait for financial aid or scholarship money to purchase your textbook.

Unless you choose to opt-out of the program, you do NOT need to purchase any materials for this course at the bookstore. For more information on the program or information on how to opt out, [please visit the CarmenBooks website](#).

Additional assigned materials will be from academic journals and other publication from the Ohio State University web site.

PPT files for the textbook chapters and other assigned readings can be found under "files" on the canvas site.

**Note:** If you need any special accommodations or help in order to complete the requirements for this course, please contact the instructor as soon as possible.

### Evaluation Criteria:

| Graded Components              | Points | Type |
|--------------------------------|--------|------|
| Online Chapter Quizzes         |        | N ↑  |
| Posting Assignments            | 150    | O 🗨️ |
| Course paper/curation of topic | 150    | O 🗨️ |
| Online Zoom Participation      | 200    | O 🗨️ |

#### Requirements for each form of graded component.

Failing to follow these will represent academic misconduct. See below.

**Independent Work [N ↑]:** Strictly non-collaborative, original individual work. You may discuss this assignment with your instructor only. Discussions with other individuals, either in person or electronically, are strictly prohibited.

**Collaboration Required [C 🗨️]:** An explicit expectation for collaboration among students either in class or outside of class (i.e. group work).

**Collaboration Optional [O 🗨️]:** Students are permitted, but not required, to discuss the assignment or ideas with each other. However, all submitted work must be one's original and individual creation.

### Academic Conduct:

If a student is suspected of, or reported to have committed, academic misconduct in this course, I am obligated by University Rules to report my suspicions to COAM. If you have questions about the above policy or what constitutes academic misconduct in this course, please contact me. See OSU Prohibited Conduct – [Section 3335-23-04\(A\)](#)

**University Policies, Services and Resources**  
([go.osu.edu/UPolicies](http://go.osu.edu/UPolicies))



Fisher Undergraduate Handbook and QuickLinks  
([www.bsalinks.com](http://www.bsalinks.com))



Fisher Navigator Resource Portal  
([www.nav-1.com](http://www.nav-1.com))



University Healthy and Safety Guidelines can be found at [safeandhealthy.osu.edu/](http://safeandhealthy.osu.edu/) For disability services, go to [slds.osu.edu](http://slds.osu.edu) or contact [slds@osu.edu](mailto:slds@osu.edu).

### Course Format and How this Course Works:

**Mode of Delivery:** This course 100% online. There are required sessions when you must be logged in to Carmen at a scheduled time to participate in the class via Zoom. The course will consist of one hour of synchronous class via Zoom, one hour of asynchronous lecture viewable online at your own pace, and other online content at your own pace (e.g., videos, quizzes, simulations, chats/discussions).

**Pace of online activities:** e.g., This course is divided into **weekly modules** that are released at least one week ahead of time. Students are expected to keep pace with weekly deadlines but may schedule their efforts freely at their own pace within that time frame.

**Credit hours and work expectations:** e.g., This is a **1.5-credit-hour course**. According to [Ohio State policy](#), students should expect 1.5 hours per week of time spent on direct instruction (e.g., instructor content, Carmen

activities, simulations, quizzes, etc.) in addition to 3 hours of homework (reading and assignment preparation, videos, etc. for example) to receive a grade of (C) average.

**Attendance and participation requirements:** Because this is an online course, your attendance is based on your online activity and participation. The following is a summary of everyone's expected participation:

- **Participating in online activities for attendance:** You are expected to log in to the course in Carmen every week. (During most weeks you will probably log in many times.) If you have a situation that might cause you to miss an entire week of class, discuss it with me *as soon as possible*.
- **Office hours and live sessions:** [times noted in syllabus]
- **Participating in discussion forums:** [see syllabus] As part of your participation, each week you can expect to post at least two times as part of our substantive class discussion on the week's topics (+3 more postings if you choose to curate a topic instead of writing a paper).
- **Dis-enrolled:** Any student who fails to attend an in-person class or complete an online assignment for an online course, without giving prior notification to the instructor, will be dis-enrolled after the third instructional day of the term, the first Friday of the term, or the second class meeting of the course, whichever occurs first.

---

### Graded Component Details

**Homework Details:** A minimum of 2 weekly discussion posts. Discussion posts worth 5 points @

**Project Details:** 15 page paper or equivalent curated discussion (see details below). Worth 150 points

**Quiz/Exam Details:** Graded quiz for each chapter worth 20 points each.

### Grading Scale

|          |            |           |           |           |           |           |           |           |           |           |          |
|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|
| Letter   | A          | A-        | B+        | B         | B-        | C+        | C         | C-        | D+        | D         | E        |
| (Points) | (4.0)      | (3.7)     | (3.3)     | (3.0)     | (2.7)     | (2.3)     | (2.0)     | (1.7)     | (1.3)     | (1.0)     | (0.0)    |
| Range    | 100% - 93% | 93% - 90% | 90% - 87% | 87% - 83% | 83% - 80% | 80% - 77% | 77% - 73% | 73% - 70% | 70% - 67% | 67% - 60% | 60% - 0% |

---

### Additional Policies

**Testing Policy:** [If applicable] *E.g. There are no make-ups for quizzes. Missed quizzes will be recorded as a "0". Missed exams can only be made-up in extreme cases (e.g., death of family member, personal hospitalization, etc.) with proper documentation (e.g., a physician's note, ER paperwork, obituary, etc.). Each decision of potentially allowing a make-up exam is made by the instructor on a case-by-case basis. Additionally, you **MUST** contact the instructor (insert instructor's email) as soon as you know of a potential problem or conflict with an exam date. Alternative methods (e.g., oral exam, essay) of testing may be used for make-up exams. If you are experiencing an extreme situation or emergency, please attempt to notify the instructor (insert instructor's email) email ASAP.*

**Course Technology:** [this section is **required for HY, DL, or DH** courses, recommended for in-person courses] For IT help contact the Ohio State IT Service Desk [ocio.osu.edu/help](http://ocio.osu.edu/help) [servicedesk@osu.edu](mailto:servicedesk@osu.edu)

1. Baseline technical skills for online courses.
  - Basic computer and web-browsing skills
  - Navigating Carmen: for questions about specific functionality, see the [Canvas Student Guide](#).
2. Required Technology Skills
  - [CarmenZoom virtual meetings](#)
  - [Recording a slide presentation with audio narration](#)
  - [Recording, editing, and uploading video](#)
3. Required Equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
  - Webcam: built-in or external webcam, fully installed and tested
  - Microphone: built-in laptop or tablet mic or external microphone
  - Mobile device (smartphone or tablet) or landline to use for BuckeyePass multi-factor authentication. It is recommended that you register multiple devices in case something happens to your primary device.
4. Required Software. [Microsoft Office 365](#): All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through Microsoft's Student Advantage program.
  5. Carmen Access. You will need to use BuckeyePass multi-factor authentication to access your courses in Carmen. To ensure that you are able to connect to Carmen at all times, it is recommended that you take the following steps:
    - Register multiple devices in case something happens to your primary device. Visit the [Duo Mobile application](#) help article for step-by-step instructions.
    - Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click Enter a Passcode and then click the Text me new codes button that appears. This will text you ten passcodes good for 365 days that can each be used once.
    - Download the [Duo Mobile application](#) to all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service.

If none of these options meet the needs of your situation, contact the IT Service Desk at 614-688-4357 (HELP) and IT support staff will work out a solution with you.

---

**Course-specific Copyright Policy:** Material provided by the instructor may not be re-posted anywhere without the explicit permission of instructors. See University Copyright Policy. *[Additional rules if applicable]*

---

### **Additional Course Resources**

Business Source Complete via the OSU library research databases is an excellent source for materials related to papers to topic curations). See <https://library.ohio-state.edu/screens/databases.html>

Choose Business and Economics then choose Business Source Complete. You will need to use your OSU credentials to login from off-campus.

**Assignments:** General discussion posts. Prompted by readings/videos/news stories assigned by the instructor, students should provide their reactions/evaluations/assessments of materials from a variety of perspectives (e.g., business, social service agency, government entity, citizen, etc...) A minimum of 4 posts per week (typically 100 – 200 words) with links to references and other materials relevant to the focal issue. In this way, in part, this course is “crowd-sourced” with ideas and various perspectives that students and the instructor will further discuss during the weekly live online class sessions.

### **Individual Paper (Or Discussion Topic Curation) worth 150 points:**

**Individual paper:** A 20-page double-spaced paper on a topic of your choice (in consultation with the instructor). Typical papers will be a review a combination of academic research, policy

research by private or public organizations, government and organization materials, websites, etc.. with a goal of developing a short “state of the art” paper on the topic. Paper should be APA format for in-text and references. Students choosing the paper option should also provide a brief presentation on the discussion board for the course.

Online presentations should be a narrated ppt file uploaded to the Pinned Section of the discussion board. 4-5 slides 5 – 10-minute overview of paper topic. Other students can then provide feedback/suggestions by replying to your presentation (feedback and suggestions counts as online participation). Paper does not need to be complete at the time of the presentation.

**Discussion Topic Curation:** *Instead of writing an individual paper*, students can choose work as a curator for a discussion topic throughout the semester. Students can choose the topic they wish to curate (ideally, something relevant to materials in the textbook). The curator is responsible for finding and displaying links to relevant materials, providing review and evaluation as well as for prompting and guiding discussion on the topic. This option will require frequent monitoring of the discussion board and continual updating of links and materials (at least every three days throughout the course). The final product will be a word document that includes materials contained in your curated discussion (copied and pasted from the discussion board with date and time stamps), along with a two-page original report summarizing the major positions on the topic or issue. Expectation is that students post 4 things per week in their own curation (approx. 200 words each). Postings to your own curated topic are in addition to the general discussion post requirements (e.g., you post 3 things a week on your own curated topic but you are still required to make 2 general postings per week about news items, video assignments, or responses to the curation of another student).

## Weekly Schedule

**Week 1** Thursday, May 11<sup>th</sup>. 6pm to 9pm

Read Chapters 1 and 2 and other assigned materials

**Week 2** Thursday, May 18<sup>th</sup> 6pm to 9pm

Read Chapters 3 and 4 and other assigned materials

**Week 3** Thursday, May 25<sup>th</sup> 6pm to 9pm

Read Chapters 5 and 6 and other assigned materials.

Week 4: Thursday, June 1<sup>st</sup> 6pm to 9pm

Read Chapters 7 and 8 and other assigned materials.

## Bio of the Instructor:

### Fisher College of Business Bio Curtis P. Haugtvedt

Professor Haugtvedt is a Consumer Psychologist. His basic training is in Social Psychology and his primary program of research focuses on the general issue of persuasion and attitude strength. Specific interests lie in the study of attitude formation and change processes and factors associated with attitude persistence and resistance. Related research interests include the study of personality variables in consumer behavior, social psychological and e-marketing research, attitude-behavior consistency, message order presentation effects, self-generated attitude change processes, memory-judgment relationships, and the development of computer-mediated behavioral research methodologies. Applied research interests focus on issues associated with the development and maintenance of brand equity and measures of brand equity and advertising effectiveness. He also conducts research on issues associated with diversity, health, the environment, and sustainability.

Professor Haugtvedt teaches courses at the undergraduate, MBA, Ph.D., and Executive Education levels on the topics of consumer behavior, consumer psychology, social marketing and public policy, green marketing, advertising and promotion, e-marketing, and social media.

Dr. Haugtvedt has presented his research in Denmark, the Netherlands, France, Germany, Croatia, Norway, Sweden, South Korea, Hong Kong, Japan, China and major universities in the United States. He has also served as a visiting Professor in Denmark, Norway, France, China, Germany, and Croatia.

Haugtvedt's research has appeared in the Journal of Personality and Social Psychology, Journal of Consumer Research, Journal of Consumer Psychology, Communication Monographs, Psychology and Marketing, Advances in Consumer Research, and numerous book chapters. He is co-editor of Consumer Psychology in a Social Media World (2016), the Handbook of Consumer Psychology (2008), Online Consumer Psychology (2005), and Diversity in Advertising (2004). Professor Haugtvedt is the Founder and Editor of the Marketing and Consumer Psychology book series (Psychology Press, a division of Routledge/Taylor Francis). He is a frequent reviewer for the major psychology and marketing journals, and serves or has served as a member of Editorial boards for the Journal of Consumer Research, Journal of Consumer Psychology, Academy of Marketing Science Review, the Journal of Interactive Advertising, Psychology and Marketing, the Journal of Advertising, and the Journal of Business Research. He also serves as reviewer for the National Science Foundation, Research Council of Norway, Danish Research Council, the Netherlands Organization for Scientific Research, The Social Sciences and Humanities Research Council of Canada, and the Swiss National Science Foundation.

Dr. Haugtvedt is a former Associate Editor of the Journal of Consumer Psychology and served as President of the Society for Consumer Psychology (Division 23 of the American Psychological Association). He has served as the co-chair of numerous conferences for the Society for Consumer Psychology, American Psychological Association, American Marketing Association, and the Academy of Marketing Science. In 2005, he served as co-chair of the LaLonde Conference on Consumer Behavior (La Londe les Maures, France) and now serves as a member of the permanent scientific committee.

For many years, Professor Haugtvedt served on the Board of Trustees for the Business and Technology Center in Columbus, a high technology business incubator. A recipient of Fisher College teaching awards for technology and innovation in the classroom, he was also recognized as Marketing Professor of the Year in 2006 and 2007 by students in the Fisher College. He was also selected as the Columbus Ohio Professional Chapter Marketing Educator of the Year in 2007. In 2014, he received the Outstanding Marketing Educator Award from the Academy of Marketing Science. In 2009, he received the Society for Consumer Psychology Distinguished Service Contribution Award. At Ohio State, Professor Haugtvedt holds an appointment in the Department of Marketing and Logistics in the Fisher College of Business and a courtesy appointment in the Department of Psychology in the College of Arts and Sciences. He holds a B.A. in Sociology/Criminal Justice and a B.S. in Psychology from North Dakota State University and M.A. and Ph.D. degrees in Experimental Social Psychology/Marketing from the University of Missouri- Columbi

