

Term Information

Effective Term Autumn 2014

General Information

Course Bulletin Listing/Subject Area Communication
Fiscal Unit/Academic Org School Of Communication - D0744
College/Academic Group Arts and Sciences
Level/Career Undergraduate
Course Number/Catalog 3340
Course Title Principles of Environmental Campaigns
Transcript Abbreviation Prin Environ Comm
Course Description This course is a seminar on the principles of strategic communication and campaigns around environmental and risk topics such as green marketing & advertising, environmental advocacy, social marketing, and environmental risk.
Semester Credit Hours/Units Fixed: 3

Offering Information

Length Of Course 14 Week, 7 Week, 4 Week (May Session), 12 Week (May + Summer)
Flexibly Scheduled Course Never
Does any section of this course have a distance education component? No
Grading Basis Letter Grade
Repeatable No
Course Components Lecture
Grade Roster Component Lecture
Credit Available by Exam No
Admission Condition Course No
Off Campus Never
Campus of Offering Columbus

Prerequisites and Exclusions

Prerequisites/Corequisites
Exclusions

Cross-Listings

Cross-Listings

Subject/CIP Code

Subject/CIP Code 09.0101
Subsidy Level Baccalaureate Course
Intended Rank Junior, Senior

Requirement/Elective Designation

Required for this unit's degrees, majors, and/or minors

Course Details

Course goals or learning objectives/outcomes

- Know the range of contexts in which scholarship from communication and environmental studies can be applied to environmental communication.
- Understand and be able to explain how foundational and emerging theories and methods of communication and environmental studies can be used to improve environmental outcomes.
- Effectively apply theory and research findings in environmental and strategic communication to a practical environmental concern.

Content Topic List

- Public Campaigns and social marketing
- Green marketing and advertising
- Advocacy and sustainability campaigns
- Audience research and segmentation
- Message strategies
- Message channels
- Campaign evaluation

Attachments

- enviro_campaigns_sample_syllabus.doc: updated syllabus with grading scale
(Syllabus. Owner: Hughes, Sarah)
- 3340 concurrence biological sciences.pdf
(Concurrence. Owner: Hughes, Sarah)
- 3340 concurrence Business request.pdf
(Concurrence. Owner: Hughes, Sarah)
- 3340 concurrence EEOB and SES.pdf
(Concurrence. Owner: Hughes, Sarah)
- 3340 Concurrence Engineering.pdf
(Concurrence. Owner: Hughes, Sarah)
- 3340 concurrence Law.pdf
(Concurrence. Owner: Hughes, Sarah)
- 3340 concurrence mathematical & physical sciences.pdf
(Concurrence. Owner: Hughes, Sarah)
- 3340 concurrence Public Health.pdf
(Concurrence. Owner: Hughes, Sarah)
- 3340 concurrence SBS.pdf
(Concurrence. Owner: Hughes, Sarah)
- COMM 3340 Concurrence Request -FAES.pdf
(Concurrence. Owner: Hughes, Sarah)

Comments

- syllabus updated to include grading scale
concurrency requested from Business, but no response received within 2 weeks
concurrences from other departments attached *(by Hughes,Sarah on 10/30/2013 02:08 PM)*
- See 9-30-13 e-mail to S Hughes *(by Vankeerbergen,Bernadette Chantal on 09/30/2013 10:43 AM)*
- Beginning of syllabus must have instructor's name, office hours, contact info, etc., or, at least, placeholders that indicate the information will be supplied later. *(by Haddad,Deborah Moore on 09/17/2013 04:08 PM)*

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	Hughes,Sarah	09/17/2013 01:47 PM	Submitted for Approval
Approved	McDonald,Daniel Gary	09/17/2013 03:53 PM	Unit Approval
Revision Requested	Haddad,Deborah Moore	09/17/2013 04:08 PM	College Approval
Submitted	Hughes,Sarah	09/17/2013 04:31 PM	Submitted for Approval
Approved	McDonald,Daniel Gary	09/17/2013 06:19 PM	Unit Approval
Approved	Haddad,Deborah Moore	09/17/2013 07:40 PM	College Approval
Revision Requested	Vankeerbergen,Bernadette Chantal	09/30/2013 10:43 AM	ASCCAO Approval
Submitted	Hughes,Sarah	10/30/2013 02:08 PM	Submitted for Approval
Approved	McDonald,Daniel Gary	10/30/2013 02:37 PM	Unit Approval
Approved	Haddad,Deborah Moore	10/30/2013 04:11 PM	College Approval
Pending Approval	Hanlin,Deborah Kay Hogle,Danielle Nicole Jenkins,Mary Ellen Bigler Nolen,Dawn Vankeerbergen,Bernadette Chantal	10/30/2013 04:11 PM	ASCCAO Approval