Term Information

Effective Term: Spring 2017

General Information

Course Bulletin Listing/Subject Area: Consumer Sci: Fashion & Retail
Fiscal Unit/Academic Org: Department of Human Sciences - D1251
College/Academic Group: Education & Human Ecology
Level/Career: Undergraduate
Course Number/Catalog: 3330
Course Title: Corporate Social Responsibility, Sustainability & Entrepreneurship in Fashion & Hospitality Indus
Transcript Abbreviation: Corp Soc Resp,Sust
Course Description: Examination of corporate socially responsible and sustainable decision-making and regulatory processes used in advertising and promoting fashion retail and hospitality products and services.
Semester Credit Hours/Units: Fixed: 2

Offering Information

Length Of Course: 14 Week
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: Junior or Senior standing
Exclusions

Cross-Listings

Cross-Listings: CS:HOSPMGT

Subject/CIP Code

Subject/CIP Code: 52.1902
Subsidy Level: Baccalaureate Course
Intended Rank: Junior, Senior

Requirement/Elective Designation
Course Details

Course goals or learning objectives/outcomes

- Define characteristics of socially responsible business practices, such as advertising and promotion, in fashion retail and hospitality industries.
- Describe socially responsible business practices in fashion retail (apparel, beauty) and hospitality (hotel, restaurant) industries.
- Explain voluntary and government regulation in CSR and sustainable practices.
- Analyse and evaluate diverse perspectives of multiple stakeholders in negotiating socially responsible business practices.
- Critically assess communication activities of CSR specific to an organization.
- Compare and contrast sustainable strategies used in fashion retail and hospitality industries.
- Evaluate entrepreneur strategies for creating and maintaining viable fashion retail and hospitality businesses.

Content Topic List

- Socially responsible advertising & promotion, stakeholder theory, social & cause marketing in fashion and hospitality industries, communication strategies, green initiatives, recycling & upcycling, fair trade sourcing, implications for industries

Attachments

- FRS CSR,Sustain course prop rev 2-11-16.doc: FRS syllabus
  (Syllabus. Owner: Rudd,Nancy Ann)
- HM CSR,Sustain course prop rev 2-11-16.doc: HM Co-list syllabus
  (Syllabus. Owner: Rudd,Nancy Ann)

Comments

Workflow Information

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Term Information

Effective Term: Autumn 2016

General Information

Course Bulletin Listing/Subject Area: Consumer Sci: Hospitality Mgt
Fiscal Unit/Academic Org: Department of Human Sciences - D1251
College/Academic Group: Education & Human Ecology
Level/Career: Undergraduate
Course Number/Catalog: 3330
Course Title: Corporate Social REsponsibility, Sustainability & Entrepreneurship in Fashion & Hospitality Indus
Transcript Abbreviation: Corp Soc Resp,Sust
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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: Junior or Senior standing
Exclusions

Cross-Listings

Cross-Listings: CS:FRST

Subject/CIP Code

Subject/CIP Code: 52.0904
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

• Define characteristics of socially responsible business practices, such as advertising and promotion, in fashion retail and hospitality industries.
• Describe socially responsible business practices in fashion retail (apparel, beauty) and hospitality (hotel, restaurant) industries.
• Explain voluntary and government regulation in CSR and sustainable practices.
• Analyze and evaluate diverse perspectives of multiple stakeholders in negotiating socially responsible business practices.
• Critically assess communication activities of CSR specific to an organization.
• Compare and contrast sustainable strategies used in fashion retail and hospitality industries.
• Evaluate entrepreneurship strategies for creating and maintaining viable fashion retail and hospitality industries.

Content Topic List

• Socially responsible advertising & promotion, stakeholder theory, social & cause marketing in fashion and hospitality industries, communication strategies, green initiatives, recycling & upcycling, fair trade sourcing, implications for industries.

Attachments

• HM CSR,Sustain course prop rev 2-11-16.doc: Syllabus
(Syllabus. Owner: Rudd,Nancy Ann)
• FRS CSR,Sustain course prop rev 2-11-16.doc: Syllabus
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CS:FRST 3330 Corporate Social Responsibility, Sustainability & Entrepreneurship in Fashion and Hospitality Industries

Instructors: TBD
Email:
Phone:

Catalog Description: Examination of corporate socially responsible and sustainable decision-making and regulatory processes used in advertising and promoting fashion retail and hospitality products and services (2 cr hrs)

Relationship to other courses in CS:FRST and CS:HospMgt: This is one of 5 core courses shared by the Fashion & Retail Studies major and the Hospitality Management major.

Course delivery: In class, twice per week

Prerequisites: Junior or senior standing

Course Objectives: Students completing the course will be able to:
1. Define characteristics of socially responsible business practices, such as advertising and promotion, in fashion retail and hospitality industries.
2. Describe socially responsible business practices in fashion retail (apparel, beauty) and hospitality (hotel, restaurant) industries.
3. Explain voluntary and government regulation in CSR and sustainable practices.
4. Analyze and evaluate diverse perspectives of multiple stakeholders in negotiating socially responsible business practices.
5. Critically assess communication activities of CSR specific to an organization.
6. Compare and contrast sustainable strategies used in fashion retail and hospitality industries.
7. Evaluate entrepreneur strategies for creating and maintaining viable fashion retail and hospitality businesses.

Or Packet of readings compiled specifically for this course through Uniprint.

Other references:

Technology Requirements: Students must have access to Carmen course management website through OSU. Students must submit assignments via Microsoft Word and PowerPoint software via Carmen Dropbox function.
Course Materials: Course materials will include PowerPoint presentations, videos, and You Tube clips in class. These will NOT be posted on Carmen. Any additional readings, announcements, and links to current media will be posted on the course website, to be assigned as needed.

Course Requirements (Total of 1000 points): See objectives met for each).

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<td>Attendance and participation</td>
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<td>4, 5, 6, 7</td>
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I. Class Activities (2 @ 100 points = 200 points): Students are required to complete 2 assigned activities related to current issues in CSR and sustainability which may take the form of case studies, critiques, debates, and/or role-taking exercises. Due in dropbox: Sunday, _____ and _____ @ 11:59 p.m.

II. Empiric Exposition Assignments (2 @ 100 points = 200 points): Students are independently required to complete two exercises (as assigned throughout the term) pertaining to the learning experience in this course. The questions contained in these exercises will address both course content and delivery. Students will receive full credit (i.e., total points) for thoroughly completing and submitting each exercise.
   a. Assignment 1– due Fri, _____, @ 11:59 p.m.
   b. Assignment 2– due Fri, _____, @ 11:59 p.m.

III. Term Project (500 points): Obj. 5, 6, 7. Students are required to independently develop a comprehensive term project (with a proposal) from one of five general project categories: (1) market research project on CSR practices or sustainable practices, (2) critique of a promotional plan, (3) promotional campaign, (4) sustainable business plan, (5) action plan for social or environmental change. More information as well as the directions/guidelines for completion of this assignment are provided in the Term Project document located under the Assignments icon on the course homepage.
   Project proposal (100 points): due Fri., _____ @ 11:59 p.m.
   Finished project (400 points): due Mon, _____ @ 11:59 p.m.

The following is a list of working ideas for the project:
* Market research comparison of CSR practices or sustainable practices between 2 companies.
* Create a responsible promotional campaign to sell a product, or promote a service or idea.
* Develop the content of a promotion for "posting" on a website. Justify content & placement.
* Develop an action plan to create social change or environmental change.
* Design an internal marketing campaign about social responsibility to a company.
* Propose regulatory practices for an industry where they do not currently exist.

IV. Attendance and participation (100 points): Students are expected to attend each class and participate in group/class discussions regularly. Participation may include class discussion or short answer responses to media clips.
Grade Distribution:

- A = 93-100%
- A- = 90-92%
- B+ = 87-89%
- B = 83-86%
- B- = 80-82%
- C+ = 77-79%
- C = 73-76%
- C- = 70-72%
- D+ = 67-69%
- D = 60-66%
- E = below 60%

Students may access individual grades for all assignments under Carmen.

Academic Integrity (Academic Misconduct) – Academic integrity in essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University’s Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University’s Code of Student Conduct and this syllabus may constitute “Academic Misconduct.”

The Ohio State University’s Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: “Any activity that tends to compromise the academic integrity of the University, or subvert the educational process.” Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University’s Code of Student Conduct is never considered an “excuse” for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University’s Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

Plagiarism is the act of stealing the ideas and/or the expression of ideas of another and representing them as your own. It is a form of cheating and a kind of academic misconduct that can result in severe penalties. The most obvious form of plagiarism is word-for-word copying of someone else’s work, in whole or in part, without acknowledgment, whether that work is a magazine article, a portion of a book, a newspaper piece, another student’s essay, or any other composition not your own. Any such verbatim use of another’s work must be credited to the source and acknowledged by the use of QUOTATION MARKS (").

Honesty requires that any ideas or materials taken from another source for either written or oral use must be fully acknowledged. Offering the work of someone else as one’s own is plagiarism. The language or ideas thus taken from another may range from isolated formulas, sentences, or paragraphs to entire articles copied from books, periodicals, speeches, or the writings of other students. The offering of materials assembled or collected by others in the form of projects or collections without acknowledgment also is considered plagiarism. ANY STUDENT WHO FAILS TO GIVE CREDIT FOR IDEAS OR MATERIALS TAKEN FROM ANOTHER SOURCE IS
GUilty of plagiarism.

Office of Disability Services Statement: Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 614-292-3307 in room 150 Pomerene Hall to coordinate reasonable accommodations for students with documented disabilities.

It is best to do this no later than the second week of class. It is your responsibility to make your accommodation needs known to faculty. If a student with a disability does not request accommodations, instructors are under no obligation to provide accommodations.

Diversity Statement: The College of Education and Human Ecology affirms the importance and value of diversity in the student body. Our programs and curricula reflect our multicultural society and global economy and seek to provide opportunities for students to learn more about persons who are different as age, color, disability, gender identity or expression, national origin, race, religion, sex, sexual orientation, or veteran status, is prohibited.

The College of Education and Human Ecology is committed to maintaining a community that recognizes and values the inherent worth and dignity of every person; fosters sensitivity, understanding, and mutual respect among its members; and encourages each individual to strive to reach his or her own potential. In pursuit of its goal of academic excellence, the College seeks to develop and nurture diversity, believing that it strengthens the organization, stimulates creativity, promotes the exchange of ideas, and enriches the University’s community on the basis of race, religion, color, sex, age, national origin or ancestry, marital status, parental status, gender identity, sexual orientation, ability status, health status, health status, or veteran status.

OSU Office of Diversity and Inclusion

Statement of Student Rights: “Any student with a documented disability who may require special accommodations should self-identify to the instructor as early in the semester as possible to receive effective and timely accommodations.”

Course Policies:
1. Sending e-mail: when sending e-mail, be sure to put FRS 3330 in the Subject line.
2. Assigned Course Material: Students are responsible for all material assigned in the text, or other assigned readings, even if it is not covered during class.
3. Attendance, Tardiness & Courtesy:
   a. Students are expected to attend class and be on time for all scheduled sessions. Attendance will be recorded by means of a sign in sheet. 3 absences may be excused with adequate proof (regarding illness, death in family, other emergency).
   b. Students are reminded that tardiness is disruptive to fellow students as well as the instructor. Please show your respect for class members by minimizing tardiness.
   c. Please turn off cell phones, pagers, and other beeping devices during class. It is not acceptable to take or make calls or text messages during class.
4. Rules for Exams and Quizzes:
   a. Students are expected to take exams when scheduled. Failure to do so will result in a zero. Make-ups will be given only when all 3 of these conditions are met: 1) the student notifies the instructor within 24 hours of the scheduled exam time that the exam will be/was missed, 2) the circumstances are extenuating, and 3) the student presents proof of the circumstances (original documents, no copies).
b. Personal digital assistant devices, pagers, cellular telephones, and other electronic devices cannot be used during exams or quizzes, including a calculator. Using any of these during an exam or quiz will be reported as a suspected case of Academic Misconduct and handled in accordance with University policy.

5. **Assignments:**

Assignments are due on the dates indicated on the syllabus. LATE ASSIGNMENTS WILL HAVE 3 POINTS DEDUCTED PER DAY. No assignments will be accepted one week past the due date, unless the professor is shown that circumstances are extenuating.

6. **Communication policies:**

- The university’s official mode of communication is via university email. Students must use their buckeyemail when emailing their professor, and faculty will use their OSU email when emailing students. Responses will typically be within 2 university business days.
- Feedback on short assignments will usually be within one week; on longer assignments please allow two weeks.
- **Netiquette:** Please follow the Netiquette policies for student communication on discussion boards and the chat area of CarmenConnect, if we post an assignment there.


- Only say something in an email that you would say directly to a person.
- Because email can be easily forwarded, assume everyone has access to your email.
- While it is wise to follow #2, please do not forward or post another person's email without their permission.
- Avoid using all CAPS; IT COMES ACROSS LIKE SHOUTING!!!
- Keep in mind that in face to face and vocal communications, we can rely on nonverbal elements such as tone of voice and facial expressions to gain a sense of a person's meanings and intentions beyond their words. Those clues are nearly nonexistent in email and discussion postings; anything that could be taken as rude or offensive probably will be, even if you don't intend to be taken that way.
- Never send/post a message when you are angry or upset. Give yourself time to "sleep on it." Draft your response and reread it in 24 hours. Chances are you will decide not to send it or you will rewrite a more appropriate response.
- When reading and/or critiquing others’ work, keep in mind that we are all here to learn, and learning implies a certain degree of imperfection. Try to convey your feedback in a constructive, polite and rational way. Likewise, try to be open to constructive feedback.
- Please be respectful of your peers, your professor, and your TAs, even when you do not agree. Bullying via email or discussion posts will not be tolerated.
Technology:
- Minimum technology requirements include access to a computer which includes the Microsoft Office Suite (Word, PowerPoint, Excel) and ability to connect online to the OSU Carmen course management system.
- Minimum technical skills expected of the learner in order to be successful in the course include Microsoft office Suite (Word, PowerPoint, Excel) in a PC format, NOT Mac format. Any assignments submitted must be formatted and submitted in PC format.
- For any issues regarding technical support, please contact 1-614-688-help.

Carmen Tutorial for students
Getting started, finding your course
Using the content area
Using discussion boards
Uploading files to the dropbox
Accessing Feedback 2
Viewing your progress
Adobe Reader
Be sure to uncheck the box indicating that you want McAfee before clicking "Install Now"
OSU Survey System-Qualtrics
Actions for 'OSU Survey System-Qualtrics'
EHE has partnered with Qualtrics, Inc. to make it available to the EHE community. Please refer to the web site to check for more information.
Flash Player
Be sure to uncheck the box indicating that you want McAfee before clicking "Install Now"
Java
Microsoft Office Compatibility Pack
net.Tutor
net.TUTOR is a free, Web-based, interactive learning program that will help you become proficient at using the Internet for academic and personal research

Grievances statement: According to University Policies, available from the Division of Student Affairs, if you have a problem with this class, “You should seek to resolve a grievance concerning a grade or academic practice by speaking first with the instructor or professor. Then, if necessary, with the department chairperson, college dean, and provost, in that order. Specific procedures are outlines in Faculty Rule 3335-7-23, which is available from the Office of Student Life, 208 Ohio Union.”
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| 1    | **Topic** Advertising & Promotion/Integrated Marketing Communications  
       Introduction to the Communication Model  
       **Readings** Text, chapter 1 |
| 2    | **Topic** Social Responsibility and Ethics in Advertising & Promotion  
       Theory of Corporate Social Responsibility (CSR)/Stakeholder Theory  
       **Readings** Text, pp._____  
| 3    | **Topic** Regulation of Advertising & Promotion  
       Social Marketing and Cause-Related Marketing  
       **Readings** Text, pp._____  
| 4    | **Topic** The Source, the Message, & the Media: Strategies, Tactics, & Tools  
       **Readings** Text, pp._____  
|      | **DUE:** Term project proposal due Friday, ______, 2017 @ 11:59 p.m. |
| 5    | **Topic** The Recipient/Consumer (Multiculturalism and Special Populations)  
       Feedback & Noise (Consumer Response—Activism and Social Change)  
       **Readings** Text, pp._____  
<p>|      | <strong>DUE:</strong> Empiric Exposition Assignment #1 due Friday, 2017 @ 11:59 p.m. |
|      | <strong>UNIT II: CURRENT TOPICS IN “SR” ADVERTISING &amp; PROMOTION</strong> |</p>
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<th>Class discussion (summaries) of final papers</th>
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**TERM PROJECT DUE – end of week 13 on Mon., ____, 2017 @ 11:59 p.m.**

**Empiric Exposition Assignment #2 due Friday, ____, 2017 @ 11:59 p.m.**

**Finals Wk** Continue discussion (summaries) of final papers.

**Readings for Individual Sub-topics**

(A) Advertising, Promotion, and Body Image


(B) **Advertising, Promotion, and Nutrition**


Website: www.mcdonalds.com 2006 Worldwide Corporate Responsibility Report Section on Balanced Active Lifestyles

(C) **Issues of Sustainability/Environmentalism**


(D) **Fair Trade**


Websites:
www.equalexchange.com
www.tenthousandvillages.com
www.marketplaceindia.org
www.FairIndigo.com

(E) Entrepreneurship Implications


The Ohio State University -- College of Education and Human Ecology
Department of Human Sciences
CS: HOSPMGT 3330 Corporate Social Responsibility, Sustainability & Entrepreneurship in Fashion and Hospitality Industries

Instructors: TBD
Email: 
Phone: 

Catalog Description: Examination of corporate socially responsible and sustainable decision-making and regulatory processes used in advertising and promoting fashion retail and hospitality products and services (2 cr hrs)

Relationship to other courses in CS:FRST and CS:HospMgt: This is one of 5 core courses shared by the Fashion & Retail Studies major and the Hospitality Management major.

Course delivery: In class, twice per week

Prerequisites: Junior or senior standing

Course Objectives: Students completing the course will be able to:
1. Define characteristics of socially responsible business practices, such as advertising and promotion, in fashion retail and hospitality industries.
2. Describe socially responsible business practices in fashion retail (apparel, beauty) and hospitality (hotel, restaurant) industries.
3. Explain voluntary and government regulation in CSR and sustainable practices.
4. Analyze and evaluate diverse perspectives of multiple stakeholders in negotiating socially responsible business practices.
5. Critically assess communication activities of CSR specific to an organization.
6. Compare and contrast sustainable strategies used in fashion retail and hospitality industries.
7. Evaluate entrepreneur strategies for creating and maintaining viable fashion retail and hospitality businesses.

Or Packet of readings compiled specifically for this course through Uniprint.

Other references:

Technology Requirements: Students must have access to Carmen course management website through OSU. Students must submit assignments via Microsoft Word and PowerPoint software via Carmen Dropbox function.
Course Materials: Course materials will include PowerPoint presentations, videos, and You Tube clips in class. These will NOT be posted on Carmen. Any additional readings, announcements, and links to current media will be posted on the course website, to be assigned as needed.

Course Requirements (Total of 1000 points): See objectives met for each).

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<td>2 empiric expositions (100 ea)</td>
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</tr>
<tr>
<td>Term project</td>
<td>500</td>
<td>5, 6, 7</td>
</tr>
<tr>
<td>Attendance and participation</td>
<td>100</td>
<td>4, 5, 6, 7</td>
</tr>
<tr>
<td>Total points</td>
<td>1000</td>
<td></td>
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</table>

I. Class Activities (2 @ 100 points = 200 points): Students are required to complete 2 assigned activities related to current issues in CSR and sustainability which may take the form of case studies, critiques, debates, and/or role-taking exercises. Due in dropbox: Sunday, _____ and _____ @ 11:59 p.m.

II. Empiric Exposition Assignments (2 @ 100 points = 200 points): Students are independently required to complete two exercises (as assigned throughout the term) pertaining to the learning experience in this course. The questions contained in these exercises will address both course content and delivery. Students will receive full credit (i.e., total points) for thoroughly completing and submitting each exercise.
   a. Assignment 1– due Fri, _____, @ 11:59 p.m.
   b. Assignment 2– due Fri, _____, @ 11:59 p.m.

III. Term Project (500 points): Obj. 5, 6, 7. Students are required to independently develop a comprehensive term project (with a proposal) from one of five general project categories: (1) market research project on CSR practices or sustainable practices, (2) critique of a promotional plan, (3) promotional campaign, (4) sustainable business plan, (5) action plan for social or environmental change. More information as well as the directions/guidelines for completion of this assignment are provided in the Term Project document located under the Assignments icon on the course homepage.
   Project proposal (100 points): due Fri., _____ @ 11:59 p.m.
   Finished project (400 points): due Mon, _____ @ 11:59 p.m.

The following is a list of working ideas for the project:
* Market research comparison of CSR practices or sustainable practices between 2 companies.
* Create a responsible promotional campaign to sell a product, or promote a service or idea.
* Develop the content of a promotion for "posting" on a website. Justify content & placement.
* Develop an action plan to create social change or environmental change.
* Design an internal marketing campaign about social responsibility to a company.
* Propose regulatory practices for an industry where they do not currently exist.

IV. Attendance and participation (100 points): Students are expected to attend each class and participate in group/class discussions regularly. Participation may include class discussion or short answer responses to media clips.
Academic Integrity (Academic Misconduct) – Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University’s Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University’s Code of Student Conduct and this syllabus may constitute “Academic Misconduct.”

The Ohio State University’s Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: “Any activity that tends to compromise the academic integrity of the University, or subvert the educational process.” Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University’s Code of Student Conduct is never considered an “excuse” for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University’s Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

Plagiarism is the act of stealing the ideas and/or the expression of ideas of another and representing them as your own. It is a form of cheating and a kind of academic misconduct that can result in severe penalties. The most obvious form of plagiarism is word-for-word copying of someone else’s work, in whole or in part, without acknowledgment, whether that work is a magazine article, a portion of a book, a newspaper piece, another student’s essay, or any other composition not your own. Any such verbatim use of another’s work must be credited to the source and acknowledged by the use of QUOTATION MARKS (").”

Honesty requires that any ideas or materials taken from another source for either written or oral use must be fully acknowledged. Offering the work of someone else as one’s own is plagiarism. The language or ideas thus taken from another may range from isolated formulas, sentences, or paragraphs to entire articles copied from books, periodicals, speeches, or the writings of other students. The offering of materials assembled or collected by others in the form of projects or collections without acknowledgment also is considered plagiarism. ANY STUDENT WHO FAILS TO GIVE CREDIT FOR IDEAS OR MATERIALS TAKEN FROM ANOTHER SOURCE IS
GUILTY OF PLAGIARISM.

Office of Disability Services Statement: Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 614-292-3307 in room 150 Pomerene Hall to coordinate reasonable accommodations for students with documented disabilities.

It is best to do this no later than the second week of class. It is your responsibility to make your accommodation needs known to faculty. If a student with a disability does not request accommodations, instructors are under no obligation to provide accommodations.

Diversity Statement: The College of Education and Human Ecology affirms the importance and value of diversity in the student body. Our programs and curricula reflect our multicultural society and global economy and seek to provide opportunities for students to learn more about persons who are different as age, color, disability, gender identity or expression, national origin, race, religion, sex, sexual orientation, or veteran status, is prohibited.

The College of Education and Human Ecology is committed to maintaining a community that recognizes and values the inherent worth and dignity of every person; fosters sensitivity, understanding, and mutual respect among its members; and encourages each individual to strive to reach his or her own potential. In pursuit of its goal of academic excellence, the College seeks to develop and nurture diversity, believing that it strengthens the organization, stimulates creativity, promotes the exchange of ideas, and enriches the University’s community on the basis of race, religion, color, sex, age, national origin or ancestry, marital status, parental status, gender identity, sexual orientation, ability status, health status, health status, or veteran status.

OSU Office of Diversity and Inclusion

Statement of Student Rights: “Any student with a documented disability who may require special accommodations should self-identify to the instructor as early in the semester as possible to receive effective and timely accommodations.”

Course Policies:
1. **Sending e-mail:** when sending e-mail, be sure to put FRS 3330 in the Subject line.
2. **Assigned Course Material:** Students are responsible for all material assigned in the text, or other assigned readings, even if it is not covered during class.
3. **Attendance, Tardiness & Courtesy:**
   a. Students are expected to attend class and be on time for all scheduled sessions. Attendance will be recorded by means of a sign in sheet. 3 absences may be excused with adequate proof (regarding illness, death in family, other emergency).
   b. Students are reminded that tardiness is disruptive to fellow students as well as the instructor. Please show your respect for class members by minimizing tardiness.
   c. Please turn off cell phones, pagers, and other beeping devices during class. It is not acceptable to take or make calls or text messages during class.
4. **Rules for Exams and Quizzes:**
   a. Students are expected to take exams when scheduled. Failure to do so will result in a zero. Make-ups will be given only when all 3 of these conditions are met: 1) the student notifies the instructor within 24 hours of the scheduled exam time that the exam will be/was missed, 2) the circumstances are extenuating, and 3) the student presents proof of the circumstances (original documents, no copies).
b. Personal digital assistant devices, pagers, cellular telephones, and other electronic devices cannot be used during exams or quizzes, including a calculator. Using any of these during an exam or quiz will be reported as a suspected case of Academic Misconduct and handled in accordance with University policy.

5. **Assignments:**

Assignments are due on the dates indicated on the syllabus. LATE ASSIGNMENTS WILL HAVE 3 POINTS DEDUCTED PER DAY. No assignments will be accepted one week past the due date, unless the professor is shown that circumstances are extenuating.

6. **Communication policies:**

- The university's official mode of communication is via university email. Students must use their buckeyemail when emailing their professor, and faculty will use their OSU email when emailing students. Responses will typically be within 2 university business days.
- Feedback on short assignments will usually be within one week; on longer assignments please allow two weeks.
- **Netiquette:** Please follow the Netiquette policies for student communication on discussion boards and the chat area of CarmenConnect, if we post an assignment there.


- Only say something in an email that you would say directly to a person.
- Because email can be easily forwarded, assume everyone has access to your email.
- While it is wise to follow #2, please do not forward or post another person's email without their permission.
- Avoid using all CAPS; IT COMES ACROSS LIKE SHOUTING!!!
- Keep in mind that in face to face and vocal communications, we can rely on nonverbal elements such as tone of voice and facial expressions to gain a sense of a person's meanings and intentions beyond their words. Those clues are nearly nonexistent in email and discussion postings; anything that could be taken as rude or offensive probably will be, even if you don't intend to be taken that way.
- Never send/post a message when you are angry or upset. Give yourself time to "sleep on it." Draft your response and reread it in 24 hours. Chances are you will decide not to send it or you will rewrite a more appropriate response.
- When reading and/or critiquing others' work, keep in mind that we are all here to learn, and learning implies a certain degree of imperfection. Try to convey your feedback in a constructive, polite and rational way. Likewise, try to be open to constructive feedback.
- Please be respectful of your peers, your professor, and your TAs, even when you do not agree. Bullying via email or discussion posts will not be tolerated.
Technology:

- Minimum technology requirements include access to a computer which includes the Microsoft Office Suite (Word, PowerPoint, Excel) and ability to connect online to the OSU Carmen course management system.
- Minimum technical skills expected of the learner in order to be successful in the course include Microsoft office Suite (Word, PowerPoint, Excel) in a PC format, NOT Mac format. Any assignments submitted must be formatted and submitted in PC format.
- For any issues regarding technical support, please contact 1-614-688-help.

Carmen Tutorial for students

Getting started, finding your course
Using the content area
Using discussion boards
Uploading files to the dropbox
Accessing Feedback 2
Viewing your progress
Adobe Reader

Be sure to uncheck the box indicating that you want McAfee before clicking "Install Now"

OSU Survey System-Qualtrics

Actions for 'OSU Survey System-Qualtrics'

EHE has partnered with Qualtrics, Inc. to make it available to the EHE community. Please refer to the web site to check for more information.

Flash Player

Be sure to uncheck the box indicating that you want McAfee before clicking "Install Now"

Java

Microsoft Office Compatibility Pack

net.Tutor

net.TUTOR is a free, Web-based, interactive learning program that will help you become proficient at using the Internet for academic and personal research

Grievances statement: According to University Policies, available from the Division of Student Affairs, if you have a problem with this class, “You should seek to resolve a grievance concerning a grade or academic practice by speaking first with the instructor or professor.” Then, if necessary, with the department chairperson, college dean, and provost, in that order. Specific procedures are outlines in Faculty Rule 3335-7-23, which is available from the Office of Student Life, 208 Ohio Union.”
<table>
<thead>
<tr>
<th>Week</th>
<th>Class Topics/Assignments/Readings</th>
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</thead>
<tbody>
<tr>
<td><strong>UNIT I: FOUNDATION FOR “CSR”</strong></td>
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</table>
| 1 Topic | Advertising & Promotion/Integrated Marketing Communications  
Introduction to the Communication Model |
| Readings | Text, chapter 1 |
| 2 Topic | Social Responsibility and Ethics in Advertising & Promotion  
Theory of Corporate Social Responsibility (CSR)/Stakeholder Theory |
| Readings | Text, pp ______  
| 3 Topic | Regulation of Advertising & Promotion  
Social Marketing and Cause-Related Marketing |
| Readings | Text, pp. ______  
| 4 Topic | The Source, the Message, & the Media: Strategies, Tactics, & Tools |
| Readings | Text, pp. ______  
| **DUE:** Term project proposal due Friday, __________, 2017 @ 11:59 p.m. |
| 5 Topic | The Recipient/Consumer (Multiculturalism and Special Populations)  
Feedback & Noise (Consumer Response—Activism and Social Change) |
| Readings | Text, pp. ______  
| **DUE:** Empiric Exposition Assignment #1 due Friday, 2017 @ 11:59 p.m. |

**UNIT II: CURRENT TOPICS IN “SR” ADVERTISING & PROMOTION**
6 Topic **Current Topics In “CSR”: Advertising and Promotion**
   a) Advertising, Promotion, and Body Image

Readings Text, pp. _____
   See list of readings provided under the sub-topic listed below.

7 Topic **Current Topics In “CSR”: Advertising and Promotion**
   b) Advertising, Promotion, in hotels and restaurants

Readings Text, pp. _____

8 Topic **Current Topics In “CSR”: Promotion of Environmentalism**
   c) Issues of Sustainability/Environmentalism in Promotion

Readings Text, pp. _____

9 Topic **Current Topics In “CSR”: Sourcing**
   d) Fair Trade sourcing and production

Readings Text, pp. _____
   See list of readings provided.

10 Topic **Current Topics In “CSR”: Product lifecycle**
   e) Lifecycles of products, recycling, upcycling

Readings Text, pp. _____

11 Topic **Current Topics In “Sustainability”**
   a) Green initiatives

Readings Text, pp. _____

12 Topic **Current Topics In “Sustainability”**
   b) Sustainable production.

Readings Text, pp. _____
   See list of readings provided under the subtopic listed below.

13 Topic **Implications for Entrepreneurship**

Readings Text, pp. _____

14 Topic Class discussion (summaries) of final papers

   *TERM PROJECT DUE – end of week 13 on Mon., _____, 2017 @ 11:59 p.m.*

   *Empiric Exposition Assignment #2 due Friday, _____, 2017 @ 11:59 p.m.*

   *Finals Wk Continue discussion (summaries) of final papers.*

### Readings for Individual Sub-topics

**A) Advertising, Promotion, and Body Image**


**(B) Advertising, Promotion, and Nutrition**


Website: www.mcdonalds.com 2006 Worldwide Corporate Responsibility Report Section on Balanced Active Lifestyles

**(C) Issues of Sustainability/Environmentalism**


**(D) Fair Trade**


Websites:
www.equalexchange.com
www.tenthousandvillages.com
www.marketplaceindia.org
www.FairIndigo.com

(E) Entrepreneurship Implications

