



# MKTG204

## Integrated Marketing Communications

S2 Day 2019

*Department of Marketing*

### Contents

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<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	6
<u>Unit Schedule</u>	8
<u>Policies and Procedures</u>	13
<u>Graduate Capabilities</u>	14
<u>Research and Practice; Global and Sustainability</u>	16

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## General Information

Unit convenor and teaching staff

Lecturer

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Thursday 1-2 pm

Mehdi Azam

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Credit points

3

Prerequisites

MKTG101

Corequisites

Co-badged status

Unit description

The ability to effectively communicate and persuade consumers is a major challenge facing marketers. Aside from clutter, consumers are also getting busier. The rise of social media also means that consumers are now more subtly influenced by their friends, and with the rise in multi-channel marketing, consumers expect a seamless experience when interacting with organizations. Being able to communicate the right message to the right people at the right time, using the right channels in an integrated fashion, is crucial to the success of any marketing communications. This unit develops students' knowledge of the principles and practices of integrated marketing communications. It covers planning processes, tools of marketing communications, creativity and media planning, among others. Students gain knowledge about developing and implementing effective integrated marketing communications campaigns.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

Identify and define key terms, concepts, frameworks and models of marketing communications.

Employ creative thinking techniques to solve problems.

Develop an effective integrated marketing communications plan

Conduct communication research in the field, analyse and interpret the results.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Assessed Coursework</u>	40%	No	Starting in week 3
<u>Pitch Project</u>	40%	No	Sunday, Week 10 (11.59pm);
<u>Individual Assignment</u>	20%	No	Sun, week 9 (11.59 pm).

### Assessed Coursework

Due: **Starting in week 3**

Weighting: **40%**

#### Task description:

Students are required to complete up to five open-book quizzes. Each quiz is worth 8% and is conducted in the tutorial on weeks 3, 5, 8, 10 and 13.

This assessment task relates to the following learning outcome: Identify and define key terms, concepts, frameworks and models of marketing communications.

#### Type of collaboration:

Individual work

#### Submission:

There is no submission. All tests are carried out in tutorials.

#### Absence from tutorials:

Please ensure that you come early for all tutorials. If for some reason you are not able to sit for any of these quizzes on that day, please apply for special consideration and your appeal will be assessed accordingly.

#### Format and length:

Please refer to the document called Assessment Criteria found on the iLearn Unit page

#### Inherent task:

None

#### Note:

This Unit Guide aims to provide only an overview of this assessment task. Refer to iLearn (<https://ilearn.mq.edu.au/login/MQ/>) for detailed information including standards and marking criteria.

On successful completion you will be able to:

- Identify and define key terms, concepts, frameworks and models of marketing communications.

## Pitch Project

Due: **Sunday, Week 10 (11.59pm);**

Weighting: **40%**

### Task Description:

Students will form or be assigned to a group in tutorials. Each group will work on a creative brief with the main objective of developing an effective and well-articulated IMC plan. The write-up and presentation will be evaluated.

This Assessment Task relates to the following Learning Outcomes: • Identify and define key terms, concepts, frameworks and models of marketing communications. • Know the principles of brainstorming and creativity. • Develop an effective integrated marketing communications plan in a collaborative manner

### Type of Collaboration:

Group work

### Submission:

Please submit via Turnitin via iLearn. Specially, each group must:

1. Turnitin their group 's pitch project (PDF or MS Word) via iLearn (<https://ilearn.mq.edu.au/login/MQ/>) by the due date as specified on iLearn (i.e. Sunday of week 10 at 11.59pm) .
2. Submit a soft copy of the group's PowerPoint pitch presentation on a USB stick in a clearly labelled envelope (in tutorial class, week 11).
3. Submit a hard copy of the pitch project (in tutorial class, week 11).
4. Submit mindscribe journals of all team members in a clearly labelled enveloped (in tutorial class, week 11).
5. To encourage consistent work, each team will submit 3 small component as part of the pitch project: a. brand name suggestions (due in week 3); b. positioning statement (due in week 4); c. draft of media plan (due in week 6); d. draft of creative strategy document (due in week 8). These components will be submitted in the tutorial class.

### Late submission:

- No extensions will be granted.
- There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty).
- This penalty does not apply for cases in which an application for special consideration is made and approved. No submission will be accepted after solutions have been posted.

Your mark will be posted on iLearn (<https://ilearn.mq.edu.au/login/MQ/>) after peer assessments from all groups have been received. The weight of peer assessment will affect your individual total mark of the pitch project. The decision is final.

### Format and length:

Please refer to the document called Assessment Criteria found on the iLearn Unit page

### Inherent task requirement:

None

### Note:

This Unit Guide aims to provide only an overview of this assessment task. Refer to iLearn (<https://ilearn.mq.edu.au/login/MQ/>) for detailed information including standards, marking criteria of various sub-components. 50% of this pitch project will be based on individual performance.

On successful completion you will be able to:

- Identify and define key terms, concepts, frameworks and models of marketing communications.
- Employ creative thinking techniques to solve problems.
- Develop an effective integrated marketing communications plan

## Individual Assignment

Due: **Sun, week 9 (11.59 pm).**

Weighting: **20%**

### Task Description:

Each student has to write a reflective, fully-referenced, integrative assignment for this task. Each student is expected to collect field data (worth 5%), analyse, interpret the results and draw implications on communication effectiveness in a well-written assignment (worth 15%). The total is 20% (i.e. 5% + 15%).

This Assessment Task relates to the following Learning Outcomes: • Identify and define key terms, concepts, frameworks and models of marketing communications. • Conduct communication research in the field, analyse and interpret the results.

### **Type of Collaboration:**

Individual work

### **Submission:**

The assignment, including all analyses and the answering of specific questions, is due on Sunday of week 9, 11.59 pm via Turnitin.

Refer to the Assessment Criteria document for more information on iLearn (<https://ilearn.mq.edu.au/login/MQ/>).

### **Late submission:**

- No extensions will be granted.
- There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty).
- This penalty does not apply for cases in which an application for special consideration is made and approved. No submission will be accepted after solutions have been posted.

Your mark will be posted on iLearn (<https://ilearn.mq.edu.au/login/MQ/>).

### **Format and length:**

Please refer to the document called Assessment Criteria found on the iLearn Unit page.

### **Inherent task requirement:**

You are required to collect field data worth 5% by week 5 in order to complete the essay due in week 9.

### **Note:**

This Unit Guide aims to provide only an overview of this assessment task. Refer to iLearn (<https://ilearn.mq.edu.au/login/MQ/>) for detailed information including standards and marking criteria.

On successful completion you will be able to:

- Identify and define key terms, concepts, frameworks and models of marketing communications.
- Conduct communication research in the field, analyse and interpret the results.

## **Delivery and Resources**

### **Classes**

- Number and length of classes: 2 hour face-to-face teaching per week, consisting of 1.5 hour seminar and 1 hour tutorial.

- Students are expected to spend two hour/week reading the text and homework.
- Students must complete the pre-requisite for this unit.
- To complete this unit satisfactorily, students have to achieve a Pass grade.
- This unit is very different from others because a minimum of didactic lectures will be given. Rather, 'lecture' time is spent discussing various concepts interactively. It is more akin to seminars. Students are expected to be well-prepared before coming to each seminar.
- Since interactive exercises and group learning will be carried out during seminars, listening to ECHO is a poor substitute for learning.
- Failure to attend seminars will also affect the quality of work submitted and assessments.
- Students must stick to the tutorial classes they officially enrolled in.
- Students are also expected to complete the required reading for the quizzes starting in week 3.
- Students are expected to complete each quiz individually without consulting or discussing with anyone.
- The lecturer has the final say on the marks given for each quiz.
- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au>
- Once the tutorial groups are formed, students cannot change their classes.
- Attendance will be taken in both the seminars and tutorials.
- **Warning:** You must attend at least 10 of the 12 tutorials – failure to do so will lead to major deduction from your group-work contribution. Appeals against a Fail grade awarded in this Unit by students who have not attended at least 10 of the 13 seminars will less likely be considered.
- Medical certificates must be provided if you are not able to attend a class without incurring a penalty.
- Students are expected to arrive on time, and not to leave until the class ends.
- Students are expected to work on their group projects during tutorials and sign a group contract on performance on group Pitch Project.
- If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor.
- Students must be quiet during classes, unless of course when class participation is required.
- Mobile phone must be turned OFF and not simply set to 'silent'.
- If laptops are used, they must be related to class activity (e.g., no checking of emails or

social network sites or internet surfing) .

- Students who disturb or disrupt in lectures and tutorial class will be asked to leave.
- All students have to complete one peer assessments for the project.
- The lecturer has the final say in the adjustment of group-work marks taking into account peer assessment ratings.
- The lecturer has the final say on the grade of the student taking into account any academic misconducts committed by a student.

## Prizes

None

## Required and Recommended Texts and/or Materials

- Prescribed text: Principles of Integrated Marketing Communications, by Lawrence Ang, Cambridge University Press 2014.
- Prescribed unit materials: There will be articles/case materials students are expected to research for individual assignment and group project.

## Technology Used and Required

- Students are required to learn how to use power point, word processing and iLearn.

### Unit Web Page

- The web page for this unit can be found at: <https://ilearn.mq.edu.au/login/MQ/>

## Teaching and Learning Strategy

- The unit is taught by seminars and tutorial discussions.
- The following is what is expected from students:
  - Read each chapter of the text and take the quiz starting in week 3.
  - Prepare case studies and assigned homework for seminars and tutorials; follow current developments in the market place; be able to apply concepts in seminars and tutorial exercises; respond to questions raised during seminars; demonstrate enthusiasm for the subject; attend all group meetings; keep a diary and a “mindscribe” notebook of evolving concepts for their pitch project.

## Unit Schedule

Week	Seminar	Readings for seminar	Activities in tutorials	Readings



1	Defining Integrated Marketing Communications	Chapter 1	<p>No tutorial in week 1</p> <ul style="list-style-type: none"> <li>• Read the Unit Guide carefully</li> <li>• Read information about the Assessment Tasks on iLearn carefully</li> <li>• Read articles and watch AV on team work and collaboration</li> <li>• Watch a short AV on conducting research &amp; analyses</li> </ul>	Read chapter 1 and articles on team work, collaboration, and peer assessment.
2	Generating consumer insights	Chapter 2,	<p><u>Before class:</u></p> <ul style="list-style-type: none"> <li>• List questions you may have about the Unit Guide and assessment tasks.</li> </ul> <p><u>In class:</u></p> <ul style="list-style-type: none"> <li>• Form groups</li> <li>• Discuss assessment tasks and their components: Assessed coursework, Project (Pitch Project), Ideas &amp; Learning journal, guidelines for managing the Pitch Project &amp; report template, individual assignment.</li> <li>• Distribute material for individual assignment.</li> <li>• Discuss the importance of teamwork</li> <li>• Sign group performance contract for the Pitch Project.</li> <li>• Watch AV on team work and collaboration</li> <li>• Discuss articles on team work and collaboration.</li> </ul>	Read chapter 2 and articles on team work, collaboration and peer assessment.
3	Brand Positioning	Chapter 3	<p><u>Before class:</u></p> <ul style="list-style-type: none"> <li>• Prepare for the quiz.</li> <li>• Each group brainstorms and comes up with five or more good brand names for the Pitch Project</li> <li>• Read articles and watch AV on team work and collaboration</li> </ul> <p><u>In class:</u></p> <ul style="list-style-type: none"> <li>• Sit for open-book quiz on chapters 1, 2. Only <u>the print</u> text and/or two-page summary can be consulted. All other materials are banned.</li> <li>• Each group submits at least five potential good brand names for the Pitch Project to tutor.</li> <li>• Play creativity (Remote Association Test) game</li> <li>• Discussion of Individual Assignment, Pitch Project (inspection of Ideas &amp; Learning journal – progress check)</li> <li>• Discuss brainstorming techniques (see chapter 6 part 2)</li> </ul>	Read chapter 3

4	Media Planning and Budgeting in Advertising	Chapter 4	<p><u>Before class:</u></p> <p>Prepare for the quiz.</p> <p><u>In class:</u></p> <ul style="list-style-type: none"> <li>• Discuss media terminologies and calculations</li> <li>• Discuss Individual Assignment</li> <li>• Check progress of Pitch project</li> <li>• Watch a short AV on conducting research &amp; analyses</li> </ul>	Read chapter 4
5	Traditional and Digital Media	Chapter 5	<p><u>Before class:</u></p> <ul style="list-style-type: none"> <li>• Prepare for the quiz.</li> <li>• Each group documents progress of Pitch Project</li> <li>• Each student to complete first part of individual assignment</li> </ul> <p><u>In class:</u></p> <ul style="list-style-type: none"> <li>• Sit for open-book quiz on chapters 3 &amp; 4. Only <u>the print</u> text and/or two-page summary can be consulted. All other materials are banned.</li> <li>• Discussion of Individual Assignment</li> <li>• Complete first part of individual assignment (task 2a)</li> <li>• Discussion of Pitch Project (inspection of Ideas &amp; Learning journal – progress check)</li> </ul>	Read this chapter 5
6	Advertising Creativity	Chapter 6	<p><u>Before class:</u></p> <ul style="list-style-type: none"> <li>• Prepare for the quiz.</li> <li>• Each student to work on Individual Assignment</li> <li>• Each group finishes a draft of their Media Strategy</li> </ul> <p><u>In class:</u></p> <ul style="list-style-type: none"> <li>• Each group shows a draft of their Media Strategy for the Pitch Project to tutor.</li> </ul>	Read this chapter 6
7	Planning and Executing the Creative Appeal	Chapter 7	<p><u>Before class:</u></p> <ul style="list-style-type: none"> <li>• Prepare for the quiz.</li> <li>• Each student to work on Individual Assignment</li> </ul> <p><u>In class:</u></p> <ul style="list-style-type: none"> <li>• Check progress of pitch presentation (inspection of Ideas &amp; Learning journal in tutorials)</li> </ul>	Read chapter 7

8	Social Influence	Chapter 8	<p><u>Before class:</u></p> <ul style="list-style-type: none"> <li>• Prepare for quiz</li> <li>• Each group finishes a draft of their Creative Strategy</li> </ul> <p><u>In class:</u></p> <ul style="list-style-type: none"> <li>• Sit for open-book quiz on chapter 5,6.7. Only <u>the print text</u> and/or two-page summary can be consulted. All other materials are banned.</li> <li>• Each group shows a draft of their Creative Strategy of their pitch project to tutor.</li> <li>• Each group drafts their Creative Strategy for the Pitch Project</li> <li>• Discussion of Pitch Project (inspection of Ideas &amp; Learning journal – progress check).</li> <li>• By tutorial next week, Consumer Insight report is due.</li> </ul>	Read chapter 8
9	Public relations, corporate reputation and sponsorship	Chapter 9	<p><u>Before class:</u></p> <ul style="list-style-type: none"> <li>• Prepare for quiz</li> <li>• Each group prepares a full Pitch Project report that has been carefully proofread and edited</li> </ul> <p><u>In class:</u></p> <ul style="list-style-type: none"> <li>• Each group prepares their Pitch Project report/ presentation</li> <li>• Discussion of Pitch Project presentation and report submission logistics, reminder of standards and marking rubric</li> <li>• By the end of next week, the Pitch report and PowerPoint presentation files/materials should be ready to submit.</li> <li>• <u>Submit Consumer Insight report (task 2b) via Turnitin by Sunday Week 9, 11.59pm.</u></li> </ul>	Read chapter 9

10	Influence in Personal Selling	Chapter 10	<p><u>Before class:</u></p> <ul style="list-style-type: none"> <li>• Prepare for quiz.</li> <li>• Each group prepares a full Pitch Project report that has been carefully proofread and edited</li> <li>• <u>Submit Pitch Project via Turnitin by end of Week 10, Sunday, 11.59pm.</u></li> </ul> <p><u>In class:</u></p> <ul style="list-style-type: none"> <li>• Sit for open-book quiz on chapter 8,9. Only <u>the print</u> text and/or two-page summary can be consulted. All other materials are banned.</li> <li>• Each group prepares their Pitch Project report/ presentation</li> <li>• Discussion of Pitch Project presentation and report submission logistics, reminder of standards and marking rubric</li> <li>• All reports to be submitted by end of this week (see above).</li> </ul>	Read chapter 10
11	Direct Marketing and Sales Promotions	Chapter 11	<p><u>Before class:</u></p> <ul style="list-style-type: none"> <li>• Each group rehearses for their Pitch Project presentation</li> <li>• Each group prepares and submit Pitch project</li> </ul> <p><u>In class:</u></p> <ul style="list-style-type: none"> <li>• Pitch project presentations. Two groups will be randomly drawn to present, but all groups must be ready</li> <li>• Each student to submit peer evaluation</li> <li>• Submit hard copy of pitch project and presentation</li> </ul>	Read chapter 11
12	Advertising Testing and Campaign Tracking	Chapter 12	<p><u>Before class:</u></p> <ul style="list-style-type: none"> <li>• The remaining groups rehearse for their Pitch Project presentation</li> </ul> <p><u>In class:</u></p> <ul style="list-style-type: none"> <li>• Pitch project presentations. Next two groups will be randomly drawn to present, but all the remaining groups must be ready.</li> </ul>	Read this chapter 12
13	Teaching Evaluation, Course summary & wrap up	Chapter 13	<p><u>Before class:</u></p> <ul style="list-style-type: none"> <li>• Prepare for the quiz.</li> <li>• The last group rehearses for their Pitch Project presentation</li> </ul> <p><u>In class:</u></p> <ul style="list-style-type: none"> <li>• Sit for open-book quiz on chapters 10,11,12,13. Only <u>the print</u> text and/or two-page summary can be consulted. All other materials are banned.</li> <li>• Pitch project presentation – last group to present.</li> </ul>	Re-read chapters 10,11,12, 13

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway \(https://students.mq.edu.au/support/study/student-policy-gateway\)](https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central).

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/student-conduct>

## Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit [ask.mq.edu.au](https://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](https://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

## Graduate Capabilities

### Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

### Learning outcomes

- Employ creative thinking techniques to solve problems.
- Develop an effective integrated marketing communications plan

### Assessment task

- Pitch Project

## Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary

solutions to problems.

This graduate capability is supported by:

### **Learning outcomes**

- Identify and define key terms, concepts, frameworks and models of marketing communications.
- Conduct communication research in the field, analyse and interpret the results.

### **Assessment tasks**

- Assessed Coursework
- Pitch Project
- Individual Assignment

## **Critical, Analytical and Integrative Thinking**

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

### **Learning outcomes**

- Develop an effective integrated marketing communications plan
- Conduct communication research in the field, analyse and interpret the results.

### **Assessment tasks**

- Pitch Project
- Individual Assignment

## **Effective Communication**

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

### **Learning outcomes**

- Employ creative thinking techniques to solve problems.
- Develop an effective integrated marketing communications plan

- Conduct communication research in the field, analyse and interpret the results.

## **Assessment tasks**

- Pitch Project
- Individual Assignment

## **Research and Practice; Global and Sustainability**

- This unit uses research by Lawrence Ang: Principles of Integrated Marketing Communications, Cambridge University Press, 2014
- This unit gives you practice in applying research findings in your assignments
- This unit gives you opportunities to conduct your own research.
- Examples from different countries as well as sustainability practices are discussed throughout the course.