

Sustainability Inspired Product and Service Design

Date	Day	Subject	Assignment(s) Due <i>by this date</i>	Readings <i>by this date (see Blackboard for details, links and updates)</i>	NOTES
29-Aug	Wed	Course introduction	Purchase assigned books per syllabus	Non-business students to purchase and read "An Introductory Note on Marketing Management" from Ivey School of Business	
3-Sep	Mon	The Big Picture		"Resilient People, Resilient Planet", pp. 10-27; "8 Ways the World Will Change by 2052"	
5-Sep	Wed	In class movie screening: <i>The Happy Movie</i>	Take online survey: http://survey.happyplanetindex.org/ ; Create personal blog page and post entry about the survey and reading.	"10 Keys to Happier Living"; "Happiness is the Ultimate Economic Indicator"	
10-Sep	Mon	Happiness (and Design)	Blog entry on movie		
12-Sep	Wed	The Business Perspective		"The Third Generation Corporation"; "From Green Marketing to Marketing for Environmental Sustainability", pp. 348-353; "The New Rules of Green Marketing", ch. 3	
17-Sep	Mon	Sustainability and Consumption	Blog entry on prior topic	"The New Rules of Green Marketing", pp. 1-13 and ch. 2; "Millenials are More Gen 'Me' than 'We'"	Groups identified by this date
19-Sep	Wed	Sustainability and Consumption (continued)	Blog entry on prior topic	"Why Not Choose Green"	
24-Sep	Mon	Sustainability Frameworks	Blog entry on "best framework"	"Design is the Problem", ch. 3	Pick mini-case product/service by this date
26-Sep	Wed	Sustainability Design Principles	Blog entry on prior topic	"The New Rules of Green Marketing", ch. 4 and 5	
1-Oct	Mon	Mini-case presentations	prepare mini-cases (use template on BB)		Informal, non-graded practice assignment
3-Oct	Wed	Nike Case	prepare Nike case (answer questions on BB)		Each group to hold its own study group session to review case (after individual prep)
8-Oct	Mon	Sustainability Brands and Promotion		"The New Rules of Green Marketing", ch. 6 and 7	Pick LP Analysis & Final Project product/service by this date
10-Oct	Wed	Design Thinking Crash Course		"Five Ways to Make Corporate Space More Creative"; "Forget B-School, D-School is Hot"; "Steelcase Case Study of d.School"	
15-Oct	Mon	FALL BREAK			

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17-Oct	Wed	Design Thinking Overview		"Change by Design"		
19-Oct	Fri	NOT A CLASS DAY Turn in LP Analysis binder (bring to my office, or put in my mailbox)				
22-Oct	Mon	Empathizing	Bring in pictures, articles, thoughts about your product/service context	Mode Guide: Empathize		
24-Oct	Wed	Empathizing <i>(continued)</i>	Bring in more pictures etc. as needed (or notes if you research your context with anyone outside class)			
29-Oct	Mon	Defining	Blog entry about Empathizing activities	Mode Guide: Define		
31-Oct	Wed	Ideating	Blog entry about Defining activities	Mode Guide: Ideate		
5-Nov	Mon	Ideating <i>(continued)</i>				
7-Nov	Wed	Prototyping	Blog entry about Ideating activities	Mode Guide: Prototype		
12-Nov	Mon	Story telling/ prepare for testing	Blog entry about Prototyping activities	Mode Guide: Test		
14-Nov	Wed	Testing			In class conference style pitches	
19-Nov	Mon	Compile feedback	Blog entry about Testing activities			
21-Nov	Wed	THANKSGIVING				
26-Nov	Mon	Refining concepts (based on Testing)			Course eval	
28-Nov	Wed	Final project & pres development			Provide feedback on room & course using feedback grids	
3-Dec	Mon	Presentations - Groups 1-4	Final Project Due (for ALL groups)			
5-Dec	Wed	Presentations - Groups 5-8				