



## Marketing and Consumer Studies

### REAL\* 4870 SUSTAINABLE REAL ESTATE Winter 2018

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Sessional Instructor  
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Office Hours: Weds. 1:00 – 2:30 pm or by appointment

**Class Times and Location:** Weds. 2:30 – 5:20 pm MINS 207

#### Course Description and Objectives:

The overall objective is for you to leave the class able to apply what you've learned to the current sustainability discussion and real estate investment market. This course is designed to give you an understanding of how topics in sustainability and climate change affect and are affected by real estate and community economics. Focus will be given to:

1. Understanding the reasons for and benefits of sustainability in real estate and planning
2. Identifying the commercial, residential, and governmental players in sustainable real estate and their roles
3. Developing a knowledge of the major green real estate certification programs worldwide
4. Examining the cause and effect of individual real estate decisions on cities in terms of density and sprawl
5. Evaluating historic, current, and proposed real estate sustainability solutions.

The structure of this course requires significant individual study and preparation outside of class. Each class session will cover major points and concepts contained in the readings as well as much material not covered in the readings (from documentaries, guest speakers, property tours); additionally, class discussion and debate will comprise a large portion of this course. Therefore, **thorough and consistent preparation and participation are necessary to succeed in this class.**

#### Course Materials and Resources:

This course uses a variety of materials and resources. One of your primary resources will be the course website (<http://courselink.uoguelph.ca>). All announcements, required and recommended readings, assignments and updates will be posted here. You will also be able to access handouts and readings with the notation (CL). Check this site often. The first three readings are books, available at any bookstore or as e-books, and may be available used.

GM	<a href="#">Green Metropolis: Why Living Smaller, Living Closer, and Driving Less are the Keys to Sustainability.</a> Owen, D., 2010.
SN	<a href="#">Suburban Nation: The Rise of Sprawl and the Decline of the American Dream.</a> Duany, A., Plater-Zyberk, E., and Speck, J., 2010. 10 <sup>th</sup> Anniversary Edition.
WALK	<a href="#">Walkability: How Downtown Can Save America, One Step at a Time.</a> Speck, J., 2012.
A	<a href="#">CaGBC (2015).</a> “Canada Green Building Trends: Benefits Driving the New and Retrofit Market.” (CL)
B	<a href="#">Bond &amp; Devine (2015).</a> “Certification Matters: Is Green Talk Cheap Talk?” (CL)
C	<a href="#">Eichholtz, Kok &amp; Quigley (2011).</a> “Who Rents Green? Ecological Responsiveness and Corporate Real Estate.” (CL)
D	<a href="#">Devine &amp; Kok (2015).</a> “Green Certification and Building Performance: Implications for Tangibles and Intangibles.” (CL)
E	<a href="#">Condon (2004).</a> “Canadian Cities American Cities: Our Differences Are the Same.” (CL)
F	<a href="#">Leinberger (2007).</a> “Walking In Cities.” (CL)
G	<a href="#">Thompson (2013).</a> “Suburban Sprawl: Exposing Hidden Costs, Identifying Innovations.” (CL)
H	<a href="#">Crane &amp; Chatman (2003).</a> As Jobs Sprawl, Whither The Commute? (CL)
I	<a href="#">Diamond &amp; Thompson (2013).</a> The true costs of suburban sprawl. (CL)
J	<a href="#">Gaffney (2013).</a> Widen Main St.? Community Had Other Ideas, and Thrived. (CL)
K	<a href="#">Silver &amp; Fischer-Baum (2015).</a> Public Transit Should Be Uber’s New Best Friend. (CL)

**On-Line Communication:**

- I will be communicating with you via your central email account <uoguelph.ca> from time to time. You are required to check this account on a regular basis. Please be advised that I will not edit my mailing list to your hotmail/yahoo etc. account.
- While I endeavour to check my email daily, students can reasonably expect a response from me within 48/72 hours.

**Method and Timing of Evaluation:**

Your performance will be evaluated based on the following:

	<u>Weight</u>	<u>Due Date</u>
Participation	10%	On-going
Readings Quizzes	15%	On-going
Critical Book Reviews (2)	20%	Jan 24 <sup>th</sup> , Feb 28 <sup>th</sup>
Investor Certification Proposal	15%	Feb 14 <sup>th</sup>
Government Policy Debate	15%	Mar 14 <sup>th</sup>
City Sustainability Evaluation	25%	Apr 4 <sup>th</sup>

Keep a copy of all of your graded work until final marks have been recorded. You may be asked to resubmit your work at any time.

A percentage of the course grade is assigned to class participation. In addition to general participation in class, this grade will largely reflect your contribution to the discussion based on the assigned readings. Insightful comments that reflect thorough reading and comprehension of the materials will ensure a high grade for class participation. Also, reading quizzes will frequently be administered at the beginning of class. The lowest quiz grade will be dropped.

Attendance is not mandatory. However, it will be difficult to participate if not present in class.

## Course Philosophy and Approach:

This is structured as a readings course, and the quality will depend largely on what each student puts into the class. One-third of the time will be in-class lectures from the professor. One-third will be learning from other third-party sources such as documentaries, guest speakers, and property tours. The last third will be interactive learning amongst the students, from class and small group discussions, debates, and presentations. The assignments will support this format, largely preparing the students for the interactive portion of the course. Do not mistake a lack of examinations for an easier course.

## Course Schedule and Key Dates:

Class	Date	Topic	Pre-Class Activities/Readings	In-Class Activities & Assessments
1	Jan. 10	Introduction & Course Outline <ul style="list-style-type: none"> <li>• Approach to the course</li> <li>• Review student interests</li> <li>• Introduction to the course</li> </ul>		
2	Jan. 17	Why Green?	GM, Ch 1-3	
3	Jan 24	Reid's Heritage (site visit @ Westminster Woods or Woodlands Preserve) Meeting with Jennifer Weatherston, Director of Innovation & Integration	GM, Ch 4-5	GM Review
4	Jan 31	What Green?	SN, Ch 1-3; A	
5	Feb 7	Who Green? Commercial	B; C; D	
6	Feb 14	Guest Speaker(s) & Judge David Brix, Terra-View Homes Green Buildings & Communities presentation Avis Devine, Associate Professor York University	SN, Ch 4-7	Investor Certification Proposal
Winter Break				
7	Feb 28	Who Green? Residential & Government	SN (all)	SN Review
8	Mar 7	Toronto Tour – (ALL DAY) clear your schedules now Lunch with Guest Speakers		
9	Mar 14	Cities - Intro	WALK, Pt I; E	Gov't Policy Debates
10	Mar 21	Cities – Density	WALK, Pt II Steps 1-4; F	
11	Mar 28	Cities – Sprawl	G; H; I	
12	Apr 4	Cities Solutions	WALK (all); J; K	City Sustainability Analysis

Note: The schedule of learning activities may require modification from time to time. Any changes will be announced in class and/or on the Courselink site.

## **Policies and Regulations**

All students are expected to abide by the University's academic regulations in the completion of their academic work, as set out in the undergraduate calendar (see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/index.shtml>). Some regulations are highlighted below:

### **Academic Misconduct:**

The University of Guelph is committed to upholding the highest standards of academic integrity and directs all members of the University community – faculty, staff and students – to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. The University of Guelph takes a serious view of academic misconduct and it is your responsibility as a student to be aware of and to abide by the University's policy. Included in the definition of academic misconduct are such activities as cheating on examinations, plagiarism, misrepresentation, and submitting the same material in two different courses without written permission.

To better understand your responsibilities, read the Undergraduate Calendar at: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml> You are also advised to make use of the resources available through the Learning Commons (<http://www.learningcommons.uoguelph.ca/>) and to discuss any questions you may have with your course instructor, teaching assistant, Academic Advisor or Academic Counselor.

Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion from the University can be imposed.

### **Academic Consideration:**

Students who find themselves unable to meet course requirements by the deadline or criteria expected because of medical, psychological or compassionate circumstances beyond their control, should review the regulations on Academic Consideration in the Undergraduate Calendar ([http://www.uoguelph.ca/undergrad\\_calendar/c08/c08-ac.shtml](http://www.uoguelph.ca/undergrad_calendar/c08/c08-ac.shtml)) and discuss their situation with the instructor, Program Counsellor or Academic Advisor as appropriate.

### **Religious Holidays:**

Should a student need to miss scheduled tests, mid-term examinations, final examinations, or requirements to attend classes and participate in laboratories for religious reasons, please advise the instructor within two weeks of the distribution of this course outline so that alternate arrangements can be made. For further information see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-accomrelig.shtml>

### **University Grading Scheme:**

This course follows the University grading scheme outlined in the University Calendar. <https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

## Code of Conduct – The Top Ten

As a student in the Department of Marketing and Consumer Studies, College of Management and Economics at the University of Guelph, you are a member of a scholarly community committed to improving the effectiveness of people and organizations, and the societies in which they reside, through ground-breaking and engaging scholarship and pedagogy. We seek to promote a comprehensive, critical and strategic understanding of organizations, including the complex interrelationship between leadership, systems (financial and human) and the broader social and political context. And, we prepare graduates for leadership roles in which organizational objectives, self-awareness, social responsibility and sustainability are primary considerations.

In keeping with this commitment, we expect all of our students (indeed – all members of our community) to act in a professional and respectful manner to fellow students, staff and faculty, as well as to members of the broader university and local community. This expectation is very much in keeping with your preparation for a professional career.

The following conduct is expected of all of our students:

1. Come to class prepared to learn and actively participate (having completed assigned readings, learning activities etc.).
2. Approach your academic work with integrity (avoid all forms of academic misconduct).
3. Arrive on time and stay for the entire class. If you happen to be late, enter the classroom as quietly as possible. At the end of class, apologize to the faculty member for the interruption. If you have to leave class early, alert the faculty member in advance.
4. If you know in advance that you are going to miss a class, send an email to the faculty member letting him/her know that you will be absent, with a brief explanation.
5. While in class, refrain from using any written material (e.g., newspaper) or technology (e.g., the Internet, computer games, cell phone) that is not relevant to the learning activities of that class. Turn off your cell phone at the start of each class.
6. Listen attentively and respectfully to the points of view of your peers and the faculty member. Don't talk while others have the floor.
7. Raise your hand when you wish to contribute and wait to be called upon. Challenge others appropriately, drawing on reason and research rather than unsubstantiated opinion, anecdote and/or emotion. Keep an open mind and be prepared to have your point of view challenged.
8. When sending emails to faculty, apply principles of business writing; use a professional and respectful style (use a formal salutation, check for spelling and grammatical errors, and avoid slang and colloquial short forms).
9. When making a presentation, wear business dress.
10. Provide thoughtful feedback at the completion of all courses (we are committed to continuous improvement but need your input to help us decide what to focus on).