



BUSML 3150 Foundations of Marketing

Semester: AU 2024

Class 4560 Section 0020 Schedule: Mondays 3:20-4:40pm

Room: Dreese Lab 113

Instructor: Kevin Namaky

Instructor Email: namaky.3@osu.edu

Instructor Office Hours: Tuesdays, 8-10am

Instructor Office Hours Location: Virtual

([click here to book a meeting](#))

Graduate Assistant (GA): Bria Isaacson

GA Email: isaacson.53@buckeyemail.osu.edu

GA Office Hours: Thursdays, 3-5pm

GA Office Location: Fisher 050

Course Description

The *Foundations of Marketing* course is an exploration of marketing, focused on consumer-centric business strategies. The goal of this course is to help students understand that through market research and discovering consumer insights, companies can fulfill consumers' unmet needs with a variety of products and services. Topics for this course include market research, segmentation, targeting, positioning, consumer behavior, branding, and the 4Ps (product, price, place and promotion).

Course Learning Outcomes

After completing this course, students will be able to:

- Identify and explain key marketing concepts and terminology
- Understand the role of marketing within society and within an economic system
- Identify the various decision areas within marketing
- Explain the tools and methods used by marketing managers for making decisions
- Describe how a marketing perspective is important in their own personal and professional development

Course Format: In person

Required Texts/Materials

Marketing: An Introduction 15th edition by Philip Kotler and Gary Armstrong (ISBN13:978-0-13-747645-9 published by Pearson). Please follow these steps to register for Pearson MyLab which provides access to the book and assignments:

Step 1: Log in to Carmen and select the BUSML 3150 course

- If using iPad, use Safari and not the Carmen Canvas app.

Step 2: Get Access to Your Pearson Course Content:

- In the left-side navigation menu, select Access Pearson. If prompted, select Open Pearson.
- Select the yellow Open MyLab & Mastering button to go to the course home page.
- Enter your Pearson account **username** and **password** to **Link Accounts**. You have an account if you have ever used a Pearson MyLab & Mastering product (MyLab Math, Mastering Chemistry, etc.). If you don't have a Pearson account, select **Create** and follow the instructions.
- Select *Go to My Courses*.
- **Important Note:** ALWAYS enter your MyLab & Modified Mastering course through Carmen not the Pearson site.

Step 3: Get Your Computer Ready

- For the best experience, [CLICK HERE](#) to check the system requirements. **Need help?** [CLICK HERE](#)

Evaluation Criteria

Graded Components	% of Total	Type
Mid-term Exam ³	27%	N
Final Exam ³	30%	N
Quizzes ¹	20%	N
Pearson MyLab Assignments ²	15%	O
Attendance ²	5%	N
Required Research: MREP Studies	3%	N

See remaining pages for additional details and due dates.

¹ One of the lowest grades will be dropped.

² Two of the lowest grades will be dropped.

³ Exams must average >50% to pass the class, regardless of other assignments.

⁴ Up to four additional research studies may be completed for up to 2% points of extra credit (0.5% per study).

Requirements for each graded component type:

- **N – Independent Work** – Strictly non-collaborative, original individual work. You may discuss this assignment with your instructor only. Discussions with other individuals, either in person or electronically, are strictly prohibited.
- **C – Collaboration Required** – An explicit expectation for collaboration among students either in class or outside of class (i.e., group work).
- **O – Collaboration Optional** – Students are permitted, but not required, to discuss the assignment or ideas with each other. However, all submitted work must be one's original and individual creation.

Grading Scale

Below is the minimum required percentage to earn each grade. The instructor does NOT round up or down. Grades are based on % scores calculated by the instructor, not the letter grade assigned by Canvas (Canvas makes assumptions that the instructor does not). In rare instances, the instructor may adjust all students' grades upward (but not downward) so that the class average falls within BSBA program recommended ranges.

Letter	A	A-	B+	B	B-	C+	C	C-	D+	D	E
(Points)	(4.0)	(3.7)	(3.3)	(3.0)	(2.7)	(2.3)	(2.0)	(1.7)	(1.3)	(1.0)	(0.0)
Range	100% - 93%	90% - 87%	83% - 80%	77% - 73%	70% - 67%	60% - 0%					

Academic Conduct

If a student is suspected of, or reported to have committed, academic misconduct in this course, the instructor is obligated by University Rules to report suspicions to COAM. If students have questions about the above policy or what constitutes academic misconduct in this course, please contact the instructor. See OSU Prohibited Conduct – [Section 3335-23-04\(A\)](#).

Artificial Intelligence

All students have important obligations under the Student Code of Conduct to complete all academic and scholarly activities with fairness and honesty. Students are not permitted to use unauthorized assistance, including artificial intelligence (AI) tools, on any course assignment unless such assistance has been specifically authorized by the instructor.

University Policies, Services
and Resources
(go.osu.edu/UPolicies)



Fisher Undergraduate
Handbook and QuickLinks
(www.bsalinks.com)



Fisher Navigator
Resource Portal
(www.nav-1.com)



Course Format and How this Course Works

Mode of Delivery

Classes will be held in-person weekly on Mondays. In addition to the weekly lectures, the course will also require 2-3 hours of other online assignments which will be posted in Carmen each week (e.g. mini-simulations, application exercise videos and quizzes).

Pace of Assignments and Online Activity

This course is divided into **weekly modules**. Students are expected to keep pace with weekly deadlines. All weekly online activities are **due at the start of class on Mondays**.

Credit hours and work expectations

This is a **3-credit-hour course**. Students should expect to spend additional time outside of the scheduled class each week for individual assignments in order to receive a grade of (C) average.

Attendance Policy and Expectations

Attendance is required and is a graded component of the course. Additionally, students are encouraged to participate in lectures to maximize their learning experience. Students should be prepared to be called on in class and are encouraged to ask questions. Attendance is taken during all lecture classes, and **the instructor will drop the two lowest attendance scores at the end of the semester**. Please plan accordingly for your absences, as no additional absences will be granted. This reasonable accommodation applies to all students including those with SLDS accommodations. To receive your attendance points, you must utilize the TopHat code provided at the start of class. If you miss the code provided at the beginning of class, you are required to notify the instructor at the end of class to receive partial (half) attendance points). TopHat attendance scores are posted immediately after class on the TopHat site. It is the students' responsibility to check their TopHat scores immediately after class. If the score posted in TopHat is not accurate, then the student must email the TA/GA by end of day of the class in question.

Late Policy for Assignments

Students are required to complete all assignments by the due dates/times listed in Carmen. Students have a 24-hour grace period after the due date to complete the assignment with a **20% grade penalty**. After the grace period, incomplete assignments are marked as a zero grade. This policy applies to all students including those with SLDS accommodations.

Testing Policy for Quizzes

There are no make-ups for quizzes. Students have a 24-hour grace period after the due date to complete the quiz with a **20% grade penalty**. After the grace period, incomplete quizzes are marked as a zero grade. The student's lowest quiz score for the semester will be dropped. Quizzes are administered online in Carmen with HonorLock activated (go [here](#) to install). Each quiz has a 30-minute time limit.

Testing Policy for Exams

Generally, there are **no make-ups or grace periods for exams**. Exams can only be made up in extreme cases (e.g., illness with documentation from a health professional, death of a family member, personal hospitalization) with proper documentation (e.g., a physician's note, ER paperwork, obituary, etc.) and approval from the instructor. The instructor and GA must be notified as soon as possible for emergency situations, or within the first two weeks of class for a prior-known conflict. The instructor will then make a case-by-case decision to allow or deny a make-up exam. Alternative methods (e.g., oral exam, presentation, essay) of testing may be used for make-up exams.

Dis-enrollment

Instructor may dis-enroll any student who, without giving prior notice to the instructor, fails to complete at least one online assignment for the course during the first two weeks of the semester.

SLDS Accommodations

Students who have approved SLDS accommodations must notify the instructor and GA in the first week of class (or as soon as the accommodations are approved). Students are responsible for reviewing the course syllabus and emailing the instructor with accommodation requests.

Graded Component Details

Exams (57% of total grade)

There are two exams during the semester. The mid-term is worth 27% and final is worth 30% of the student's grade. Exams consists of multiple-choice, true/false and (potentially) open-ended questions. Exams are not cumulative and will cover all material assigned, but are focused primarily on lectures and textbook readings. The exams are less about memorization and more about applying what has been discussed in the lectures. All exams are administered during **in-person class only**, on the scheduled date on the course calendar. **If you miss in-person class on the exam day, you will be assigned a zero exam score.** Second-language students may use a translation dictionary (provided) during the exam. **All exams are closed book (no books/notes), closed web (no web/text/chat), and no collaboration. Each exam has an 80-minute time limit and can only be attempted once.**

Quizzes (20% of total grade)

There are four quizzes total. The student's lowest quiz score is dropped, leaving three quizzes that impact your total grade. Quizzes are multiple choice and questions are randomly chosen in random order with randomized answers—no two students will take the same quiz. Quizzes are taken with [HonorLock](#) enabled so please follow the instructions on Carmen to ensure your computer is set up correctly. **All quizzes are closed book (no books/notes allowed), closed web (no web/text/chat), and no collaboration is allowed. Each quiz has a 30-minute time limit and can only be attempted once.**

Pearson MyLab Assignments (15% of total grade)

Each assignment is worth 10 points and equally weighted to make up 15% of the total grade. The instructor will drop the student's two lowest grades at the end of the semester. Pearson MyLab Assignments are open book, open web, untimed, and up to two attempts can be made per assignment. Below are the types of assignments students will see:

- **Dynamic Study Module:** This is a great way to test your knowledge after reading the chapters or reviewing before quizzes. These assignments continuously assess your performance and provide additional practice in areas where you might be struggling. These study modules promote fast learning and long-term retention of course concepts.
- **Video Assignments:** Students watch a video about a key concept from that chapter and answer a series of questions.
- **Mini Simulations:** These assignments guide students through an application of a relevant concept within that chapter. The simulations clearly outline learning objectives for the activity, and students will make decisions and answer questions about the given scenario.
- **Marketing by the Numbers:** These activities give students the opportunity to apply their analytical skills to relevant marketing scenarios and concepts. Students are assisted with the calculations through guided instructions.

Attendance (5% of total grade)

Attendance is a graded component of this class and participation is key to success. Please see "Attendance Policy and Expectations" on the previous page.

Marketing Research Experience Program (MREP) (3% of total grade)

In order to increase student exposure to marketing research, the Fisher College of Business requires the students taking introductory courses in Marketing to **complete six research credits** over the course of the semester by participating in the Marketing Research Experience Program. Understanding and participating in research is a valuable way for you to receive first-hand experience with the type of research firms use to develop customer insights. **Your six credits of MREP participation is worth 3% of your total class grade, earned by participating in six half-hour studies. YOU CAN ALSO EARN EXTRA CREDIT BY COMPLETING ADDITIONAL STUDIES.**



Sign Up Here: <http://fisher-osu.Sona-systems.com> (or scan the QR code to the left)

Questions? Contact Julie Ryan, Fisher Behavioral Fisher Lab Manager (ryan.1010@osu.edu)

MREP How it Works

- **Register online.** The Marketing Department uses a web-based system (Sona) to schedule and credit research study participation for the MREP program. Go here to access it: <http://fisher-osu.Sona-systems.com>
- **Login.** Click on the “OSU ID login” link on the left side of the page. Proceed with OSU log in information.
- **Choose Your Course BUSML 3250 (for majors) or BUSML 3150 (for minors) and the correct section to Request Account.**
- **Sign up.** Click on “Study sign-up”. Studies start posting 1-2 weeks into the semester, and email reminders will be sent (emails will come from fisher-osu-admin@Sona-systems.net so check junk/spam filters). Students can participate in any study, but only once per study. For many studies, you must be 18 years of age or older in order to participate, unless parental permission is included in the protocol applications approved by the OSU IRB. Therefore, if you are under 18, you should consult with the Fisher Behavioral Lab Manager to determine your availability for studies and to discuss whether you should choose the paper option (described later in this document).
- **Participate.** Some studies may require you to sign up for a specific timeslot while others will allow you to take the study at a point before a clearly stated deadline. If you sign up for a specific timeslot, note the **date, time, location, and length of time** for the study.

MREP Tips and Reminders

- **Be Early.** Be **5 minutes early** to the session. Sessions begin on time, and late arrivals cannot be admitted.
- **Don't wait.** Sign up early! **If you wait until the last month to do all six credits, then there won't be enough studies for you.**
- **Studies fill up quickly.** After registering online, students should check their email regularly for new studies.
- **Participate!** In fairness to other students, please make every possible effort to attend the studies if you have a specified timeslot. You can cancel sign-ups using the same website where you signed up if you find you are unable to attend.
- **Your MREP credits will not show up in your Carmen class until the end of the semester.** The instructor does not have access to students' credits until the end of the semester. However, students can check their Sona account to see the credits they have earned through research studies at any time during the semester; credit for individual studies are posted on the Sona website shortly after the conclusion of the study. If students have questions about their MREP credits, email the Fisher Lab Manager directly (ryan.1010@osu.edu). The Lab Manager will send your instructor the total number of MREP credits you earned at the end of the semester.
- **Location.** Studies can be both online and in-person, but most are in-person in the Fisher Behavioral Lab on the third floor of Mason Hall. Please arrive early and have a seat outside on the long bench. When the session is ready to begin, the researcher will open the door and take attendance.

See the MREP FAQ document and additional information on the Carmen page for this course.

Additional Policies

Course Technology

If these options do not meet the needs of your situation, please contact the IT Service Desk at 614-688-4357 (HELP) and IT support staff will work out a solution with you. For IT help contact the Ohio State IT Service Desk ocio.osu.edu/help servicedesk@osu.edu

1. Baseline technical skills for courses with online assignments and assessments.
 - Basic computer and web-browsing skills
 - Navigating Carmen: for questions about specific functionality, see the [Carmen Canvas Student Guide](#).

2. Required Technology Skills: [CarmenZoom virtual meetings](#)
3. Required Equipment
 - Laptop Computer: current Mac (mac OS / OS X) or PC (Windows 7+) with high-speed internet connection. Important note: the professor cannot provide a computer for students to take the exam. Students must source a computer on their own.
 - Webcam: built-in or external webcam, fully installed and tested.
 - Microphone: built-in laptop or tablet mic or external microphone.
 - Mobile device (smartphone or tablet) or landline to use for [BuckeyePass](#) multi-factor authentication. It is recommended that you [register multiple devices](#) in case something happens to your primary device.
4. Required Software. [Microsoft Office 365](#): All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through Microsoft's Student Advantage program.
5. Carmen Access. You will need to use BuckeyePass multi-factor authentication to access your courses in Carmen. To ensure that you are able to connect to Carmen at all times, it is recommended that you take the following steps:
 - Register multiple devices in case something happens to your primary device. Visit the [Duo Mobile application](#) help article for step-by-step instructions.
 - Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click Enter a Passcode and then click the Text me new codes button that appears. This will text you ten passcodes good for 365 days that can each be used once.
 - Download the [Duo Mobile application](#) to all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service.

Compassion Policies for Students

This class is designed to maximize student learning while recognizing the demands of students' lives outside of class. It is your job as a student to make the necessary choices to prioritize the class requirements within your own schedules ensuring optimal performance. The instructor has thoughtfully designed the policies with understanding and compassion to allow for flexibility and accommodations for unexpected circumstances in your personal lives. As you review this syllabus, you will notice that the following policies are included to allow flexibility for all students in the class: (1) you are permitted to be absent for two classes this semester with no penalty to your attendance grade, (2) your lowest quiz score will be dropped, (3) your lowest two MyLab Pearson grades will be dropped and (4) should you miss a MyLab Pearson assignment you have a 24-hour grace period to complete the late assignment with a 20% grade penalty. Please note these policies apply to all students including those with SLDS accommodations. If you have any questions, please contact the instructor.

Safety and Health Requirements

Please stay up-to-date on the required compliance for students, faculty and staff by visiting the "Safe and Healthy Buckeyes website: <https://safeandhealthy.osu.edu/>. All faculty, staff and students are required to comply with and stay up to date on all [University safety and health guidance](#), which may change throughout the semester. Non-compliance with the university policy will be warned first and disciplinary actions may be taken for repeated offenses.

Student Accommodations

The university strives to make all learning experiences as accessible as possible. Students seeking to request accommodations must do so through the university's request process, managed by Student Life Disability Services. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, please register with Student Life Disability Services. After registration, make arrangements with the instructor as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: slds@osu.edu; 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.

HonorLock Monitoring

HonorLock monitoring is used for some of the course deliverables (download/install the Chrome extension [here](#)). Students may request an in-person proctoring alternative to HonorLock or other online proctoring tools. The student is expected to contact the instructor by the second week of class to coordinate the accommodation, and students will

be responsible for scheduling the quiz at the Student Testing Center. Students will not be permitted to take remotely proctored quizzes in their homes or residence halls unless they are willing to conduct a room scan. By choosing to take the exam in their home or residence hall, the student is consenting to the room scan of the area in which they take the exam. Note that it is not required that HonorLock exams be taken in your home or residence hall. Students may take the exam at any location of their choice (e.g, the library, a study room, WeWork, etc.), but you will be required to do a room scan.

Religious Accommodations

Our inclusive environment allows for religious expression. Students requesting accommodations based on faith, religious or a spiritual belief system in regard to examinations, other academic requirements or absences, are required to provide the instructor with written notice of specific dates for which the student requests alternative accommodations at the earliest possible date. For more information about religious accommodations at Ohio State, visit odi.osu.edu/religious-accommodations.

Inclement Weather Policy

Should in-person classes be canceled, we will meet virtually via CarmenZoom during our regularly scheduled time. The instructor will share any updates via the "Announcements" section of Carmen Canvas **before** the start of class.

Please note there is always the potential for changes to the syllabus. Any changes to the syllabus will be communicated in the "Announcements" section of the Carmen course page and a revised syllabus will be posted. Students are responsible for ensuring they are following the most current version posted on Carmen.

Course-specific Copyright Policy

Instructional material provided by the instructor may not be copied, re-posted or distributed in any way without the explicit written permission of instructor. See [University Copyright Policy](#).

Course Calendar

All assignments are due on Mondays before class. Each week a variety of online assignments will be due for each chapter. Please pay close attention to the Carmen Course Module/Assignments page to ensure you know which assignments need to be completed for the week (the types of assignments change each week).

Week	Class Date	Assignments Due BEFORE Class on Monday Class Date	Lecture Topics Covered During Class
1	AUG 26	READ the Course Syllabus	Course Introduction Introduction to Pearson MREP Studies Introduction
2	SEP 2	COMPLETE Syllabus Quiz & Acknowledgement in Carmen to Open Course Modules PURCHASE Access to Pearson e-text READ Chapter 1 & COMPLETE Dynamic Study Modules on Carmen REVIEW MREP Research Study Assignment SIGN UP in the Sona System	LABOR DAY – NO LIVE CLASS, RECORDED LECTURE: Creating Customer Value (Ch. 1)
3	SEP 9	COMPLETE Ch. 1 MyLab Assignments Listed on Carmen READ Chapter 2 & COMPLETE Ch. 2 MyLab Dynamic Study Module	Company & Marketing Strategy: Partnering to Build Customer Engagement, Value & Relationships (Ch. 2)
4	SEP 16	COMPLETE Ch. 2 MyLab Assignments Listed on Carmen TAKE Knowledge Check Quiz #1 (Ch. 1-2) READ Chapter 3 & COMPLETE Ch. 3 MyLab Dynamic Study Module	Analyzing the Marketing Environment (Ch. 3)
5	SEP 23	COMPLETE Ch. 3 MyLab Assignments Listed on Carmen READ Chapter 4 & COMPLETE Ch. 4 MyLab Dynamic Study Module	Managing Marketing Information to Gain Customer Insights (Ch. 4)
6	SEP 30	COMPLETE Ch. 4 MyLab Assignments Listed on Carmen TAKE Knowledge Check Quiz #2 (Ch. 3-4) READ Chapter 5 & COMPLETE Ch. 5 MyLab Dynamic Study Module	Understanding Consumer & Business Behavior (Ch. 5)
7	OCT 7	COMPLETE Ch. 5 MyLab Assignments Listed on Carmen READ Chapter 6 & COMPLETE Ch. 6 MyLab Dynamic Study Module	Segmentation, Targeting & Positioning (Ch. 6)
8	OCT 14	PREPARE for Mid-term Exam (Ch. 1-6 & MREP)	Mid-term Exam IN-PERSON ONLY During Live Class Using the Carmen Platform
9	OCT 21	READ Chapter 7 & COMPLETE Ch. 7 MyLab Dynamic Study Module	Products: Building Customer Value (Ch. 7)
10	OCT 28	COMPLETE Ch. 7 MyLab Assignments Listed on Carmen READ Chapter 8 & COMPLETE Ch. 8 MyLab Dynamic Study Module	Products: Managing the Product Lifecycle (Ch. 8)
11	NOV 4	COMPLETE Ch. 8 MyLab Assignments Listed on Carmen TAKE Knowledge Check Quiz #3 (Ch. 7-8) READ Chapter 9 & COMPLETE Ch. 9 MyLab Dynamic Study Module	Pricing: Understanding & Capturing Customer Value (Ch. 9)
12	NOV 11	COMPLETE Ch. 9 MyLab Assignments Listed on Carmen READ Chapters 10-11 & COMPLETE Ch. 10-11 MyLab Dynamic Study Modules	VETERAN'S DAY – NO LIVE CLASS, RECORDED LECTURE: Place: Marketing Channels, Retailing & Wholesaling (Ch. 10-11)
13	NOV 18	COMPLETE Ch. 10-11 MyLab Assignments Listed on Carmen READ Chapters 12-13 & COMPLETE Ch. 12-13 MyLab Dynamic Study Modules	Promotion: Advertising & Promotional Mix (Ch. 12-13)
14	NOV 25	COMPLETE Ch. 12-13 MyLab Assignments Listed on Carmen TAKE Knowledge Check Quiz #4 (Ch. 9-13) READ Chapter 14 & COMPLETE Ch. 14 MyLab Dynamic Study Modules	Promotion: Digital Marketing (Ch. 14)
15	DEC 2	COMPLETE Ch. 14 MyLab Assignments Listed on Carmen READ Chapter 16 & COMPLETE Ch. 16 MyLab Dynamic Study Modules	Sustainable Marketing & Social Responsibility (Ch. 16) Marketing Careers
16	DEC 11 (Wed)	PREPARE for Final Exam (Ch. 7-14, 16 & Careers)	Final Exam IN-PERSON ONLY Live Location/Time: Hitchcock Hall 131, 8-9:45pm Using the Carmen Platform

SYLLABUS AND CODE OF CONDUCT CONTRACT

Students will see the policy and agreement listed below and must agree to it before the Carmen Course can be accessed.

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 an "excuse" for academic misconduct. I recommend that you review the *Code of Student Conduct*, specifically, the sections dealing with academic misconduct.

Academic integrity is essential to maintaining the reputation and brand Ohio State. Thus, OSU and the Committee on Academic Misconduct (COAM) assume that all students have read and understand the *Code of Student Conduct* and that all students will complete all academic and scholarly assignments with fairness and honesty. Failure to follow the rules and guidelines established in the University's *Code of Student Conduct* and this syllabus constitute "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 witness academic misconduct, you are obligated to report it. If you suspect academic misconduct is occurring, you may report it to me and I will keep your identity strictly confidential. If you feel uncomfortable reporting to me, you may also report it to another instructor, the associate dean, or COAM. Not reporting academic misconduct is also a violation of the *Code of Student Conduct* and can lead to academic sanctions. Please contact me if you have any questions about this policy or about what constitutes academic misconduct.

More information and resources can be found here:

University Policies, Services
and Resources
(go.osu.edu/UPolicies)



Fisher Undergraduate
Handbook and QuickLinks
(www.bsbalinks.com)



Fisher Navigator
Resource Portal
(www.nav-1.com)



SIGNATURE I hereby affirm that I have read the syllabus for this course and understand the policies outlined in the syllabus. I pledge to abide by the *Code of Student Conduct*. I agree that I will not engage in academic dishonesty and will report any academic dishonesty that I witness.

THIS AGREEMENT WILL BE POSTED IN CARMEN FOR YOU TO REVIEW AND SIGN. YOU MAY NOT ACCESS ASSIGNMENTS UNTIL YOU SIGN OFF ON THIS STATEMENT.

Failure to agree to the syllabus statement will lead to a drop from the course and/or a failing grade.