

Semester: Summer 2022 Hybrid, meets Mondays 2 – 3:30pm
Instructor: Jon Quinn, MBA
Office Hours: Mondays 10am – Noon (virtual)
Teaching Assistant (TA): TBD
TA's Office Hours: TBD

Room: Zoom
E-mail: Quinn.402@osu.edu
Location: Fisher 340
TA's E-mail: [TBD](#)
TA's Office Location: TBD

Course Description: Principles of Marketing will provide students with an overview of the marketing function, which includes market research, consumer behavior, branding, channels, pricing, products/services, 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

Pre-Requirements: ECON 2001.01 and 2002.01 (or similar economics courses)

Course Format: Hybrid online with virtual office hours

Required Texts/Materials: The textbook for this course is titled Principles of Marketing 18th edition by Philip Kotler and Gary Armstrong (ISBN13:978-0-13-576659-0 published by Pearson). The textbook and courseware for this course is \$67.99 to students this semester. Please follow these steps to register for a Pearson MyLab account to get access to the textbook and assignments.

Step 1: Login to Carmen and select the BUSML 3250 course (if using an iPad go through Safari, not the iPad Carmen Canvas app)

- Sign into Carmen Canvas and enter your Carmen Canvas course.
 - Do one of the following: (1) Select any Pearson link from any module or (2) Select the MyLab & Mastering in the Course Navigation, and then select any course link on the Pearson page.

Step 2: Get Access to Your Pearson Course Content:

- 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.

When prompted to enter an access code, enter this code: TBD

- From the "You're Done" page, select *Go to My Courses*.
- **Important Note:** ALWAYS enter your MyLab & Modified Mastering course through Carmen Canvas 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
Week 1 Pearson MyLab Marketing Practice	1.5%	O 🗨️
Pearson Mylab Video Chapter Warm-Ups	2.5%	O 🗨️
Pearson MyLab Simulations	5%	O 🗨️
Pearson MyLab Other Application Assignments	5%	O 🗨️
Quizzes ¹	15%	N 📈
Exams (2 total)	70%	N 📈
Sign Syllabus & Submit on Carmen	1%	N 📈
Extra Credit (See Page 3)	Max 5%	N 📈

(See remaining pages for Details/Due dates) ¹Two of the lowest grade(s) dropped ² Exams must average >50% to pass the class, regardless of other assignments. ³ Up to 5% extra credit available, see pages 3 for details.

Requirements for each form of graded component. Failing to follow these will represent academic misconduct. See below.

Independent Work [N 🗨️]: 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.

Collaboration Required [C 🗨️]: An explicit expectation for collaboration among students either in class or outside of class (i.e. group work).

Collaboration Optional [O 🗨️]: 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.

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\(A\)](#).

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



University Health & Safety Guidelines can be found at safeandhealthy.osu.edu/. For disability services, go to slds.osu.edu or contact slds@osu.edu.

Course Format and How this Course Works:

Mode of Delivery: This course will be conducted hybrid via the Fisher College of Business with a weekly 80 minute recitation session. Lectures will be recorded and posted to the Carmen course page where students will have access to the recordings thru the end of the semester. In addition to the weekly lectures, the course will also require three to four hours of other online content (e.g. mini-simulations, application exercise videos and quizzes).

Pace of online activities: This course is divided into **weekly modules** whose Assignments are typically released 2 weeks prior to the week the Module is covered in class. Students are expected to keep pace with weekly deadlines, but may schedule their efforts freely at their own pace within that time frame established in the course calendar. There is a weekly "Roadmap" that outlines that week's activities posted under its respective Module.

Credit hours and work expectations: This is a **3-credit-hour course**. According to [Ohio State policy](#), students should expect 3 hours per week of time spent on direct instruction (e.g., instructor content, Carmen activities, mini-simulations, quizzes, etc.) in addition to 6 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average.

Attendance, Participation and Testing Policies: Attendance is not a graded component of the course. Below is a summary of expectations for participation:

- **Assignments and online activity:** Students are expected to login to the course in Carmen every week. (During most weeks students will probably log in many times.) Assignments will be posted on the Carmen course page on Tuesdays at 8am and students will have a full week to complete the assignments. **ALL assignments are due at the start of class on Tuesdays at 8am.** This is noted in the course schedule as well. If students have a situation that might cause them to miss an entire week of class, please discuss it with the instructor or TA **as soon as possible**.
- **Late Policy for ALL Assignments and Quizzes:** Students are expected to complete the assignments by the due dates and times listed in Carmen. If a student turns in the assignment late, but within 24 hours of the due date and time then 20% will be deducted from their grade. After the 24 hours expires, students will receive a zero for assignments not turned in. Extensions for assignments are permitted for extenuating circumstances (hospitalization, medical emergencies, funerals, car accidents etc.), however students must notify the instructor either before or within 24 hours of the assignment due date and time. Please note all assignments close 24hrs after the due date in Carmen.
- **Testing Policy:** There are no make-ups for quizzes. Students have a 24hr grace period after the quiz due dates that will allow them to complete the quiz with a 20% penalty to their grade. After the 24hr grace period ends incomplete quizzes are marked as "0". Students' two lowest quiz scores are dropped. Missed exams can only be made-up in extreme cases (e.g., illness, death of family member, personal hospitalization, etc.) with proper documentation (e.g., a physician's note, ER paperwork, obituary, etc.) and approval from the instructor. Each decision of potentially allowing a make-up exam is made by the instructor on a case-by-case basis. A make-up exam time will be scheduled for students who have an emergency situation or a course conflict. The instructor and TA must be notified as soon as possible if it is an emergency situation or within the first two weeks of class if it is a course conflict. Students must have approval from the instructor and TA to take the exam during the make-up time. Alternative methods (e.g., oral exam, essay) of testing may be used for make-up exams.
- **Office Hours:** Office hours for the instructor and the TA are listed on the Carmen home page for this course. Please see the Carmen course page for additional office hour information.
- **Dis-enrolled:** Any student who fails to complete an online assignment for the course, without giving prior notification to the instructor, will be dis-enrolled after the third instructional day of the term, the first Friday of the term, or the second class meeting of the course, whichever occurs first.

SLDS Accommodations: Students who have approved SLDS accommodations must notify the instructor and TA 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 and TA a detailed list of their requested accommodations. For exams and quizzes the instructor and TA need to be notified at least one week ahead of time in order to make the accommodations available to the student. SLDS Contact Information: Phone: 614-292-3307, Website: slds.osu.edu, Email: slds@osu.edu, In person: Baker Hall 098, 113 W. 12th Avenue.

Accessibility of Course Technology

This online course requires use of CarmenCarmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations as early as possible.

- [CarmenCarmen accessibility](http://go.osu.edu/Carmen-accessibility) (go.osu.edu/Carmen-accessibility) • Streaming audio and video
- [CarmenZoom accessibility](http://go.osu.edu/zoom-accessibility) (go.osu.edu/zoom-accessibility)

GRADE STRUCTURE

Grading Scale

Below is the *minimum* required percentage to earn each grade. The instructor does NOT round up or down. Grades are based on %, not the letter grade assigned by Canvas (Canvas makes assumptions that the instructor does not). **Note: To earn an A or A-: Students must complete all the graded components in the course AND earn the minimum required %.** For example, if a student earned 92%, but did not complete all the quizzes, then the student will earn a B+. It is NOT required that students complete everything *on time*. *Each assignment has a final deadline 24hrs after the assignment is due. If that is missed then the student is not eligible for the "A or A-".*

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%	93% - 90%	90% - 87%	87% - 83%	83% - 80%	80% - 77%	77% - 73%	73% - 70%	70% - 67%	67% - 60%	60% - 0%

- The instructor DOES NOT change grades (except for clerical/math errors). Students may **appeal, but their grade may go up or go down** based on a re-evaluation. Appeals must be made in writing via email within 7 days of students receiving the grade. Students must explain the appeal as best as possible. Appeals will not be considered if it is a verbal complaint. The instructor does not promise to change the grade, but will consider the appeal carefully and fairly.
- Once the final course grading scale is set, it is set. Even if a student misses the next letter grade by one point, the grade stands.
- The BSBA program recommends a **GPA of 2.9-3.2** in all business core classes. The actual grade assigned will be based on what students earn. All sections of Principles of Marketing follow the same grading policy.

Assessment

All assignments in this course are N (No Collaboration of Any Kind Allowed). Please note that you will receive a zero for any assignment not completed by the due date and time.

The following grade structure will be utilized for this course:

- (2.5%) Special Week 1 Assignment: MyLab Marketing Practice Assignments - You either earn a 100% or a 0% on this so make sure to do this on time!
- (2.5%) Chapter Warm-ups (Average score across all assigned)
- (5%) Simulations (Average score across all assigned)
- (5%) Other Application assignments (Average score across all assigned) *Mix of video cases, podcast assignments, and "marketing by the numbers"*
- (15%) Quizzes (Average score across all assigned)
- (35%) Midterm Exam (70 multiple choice questions)
- (35%) Final Exam (70 multiple choice questions)
- Extra Credit (see later in syllabus for details): up to an additional 2% points**

Extra Credit Opportunity

Students may earn **up to an extra 2%** towards their grade by participating in research studies. Extra credit is given in points. Each study is typically worth 1 point with 1 point = 0.5% extra credit. You can take a maximum of 4 studies. Many of the concepts students will learn about in marketing are tested through research conducted by professors at major research universities like Ohio State. To conduct research, professors ask volunteers to participate in research studies. Typical studies include rating advertisements or new products, or providing opinions about various issues. All studies are for academic purposes (not for a company or business). Participation in these studies will allow students to gain a better understanding of marketing and the research process and improve their overall grade.

How it Works

- Go to** <http://fisher-osu.sona-systems.com> (or scan the QR code on the right)
- Login.** Click on the "OSU ID login" link on the left side of the page. Proceed with OSU log in information.
- Choose Course BUSML 3250 and Request Account.** Make sure to choose the correct section to receive the extra credit!
- Sign-up.** Click on "Study sign-up". Studies start posting 1-2 weeks into semester, and email reminders will be sent too (emails will come from fisher-osu-admin@sona-systems.net so check junk/spam filters).
- Participate.** Most, if not all, studies this semester will be entirely online. Some 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, please be online a few minutes early, just in case. Note the **date, time, location, and length of time** for the study. Follow instructions provided on the website.



Research Study Tips & Reminders

- Be Early:** Be Online **5 minutes early** to the session. Sessions begin on time, and late arrivals cannot be admitted.
- Don't wait:** Start early. Students who wait until the last few weeks of the semester may only get 1 or 2 studies, maybe. Starting early will allow for plenty of opportunity to maximize participation and the extra credit points. Studies end the last week of classes.
- 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. Students with a history of "no shows" may be blocked from signing up for any further studies.
- Extra credit will not post in Carmen Canvas until the end of the semester.** The instructor does not have access to students' points until the end of the semester. Students can check their SONA account to see the points they have earned. If students have questions about credits, email the lab director directly (see below for contact information).
- Location:** Studies will be both online and in-person this semester (this is subject to change as the semester continues, so double check). If you enroll in a specific timeslot online, please be online a few minutes early. If you have an in-person study, these will be at Mason Hall

3rd floor. 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.

- **Once:** Students may only participate in a study once. The website won't allow students to sign up again.
- **Questions?** Check out the **FAQ on the website** or contact **Julie Ryan** (Lab Assistant) at ryan.1010@osu.edu.

Grading Guidelines

Please note the following grading policies I follow to avoid any misconceptions:

- **If you miss the next grade by a fraction of a percentage point you will have my sympathy - but I will not change your grade.**
- I am not in the habit of changing grades unless I've made an error. If you feel that you have been graded unfairly, please make a written case for why you feel the grade is wrong (i.e., why your answer should be correct) and submit it to me within one week after the assignment or exam. I will NOT change a grade if you just come to me and verbally complain. If you submit a written appeal, I do not promise to change your grade, but I promise to consider your appeal carefully and fairly.
- **The BSBA program recommends a mean GPA of 2.9-3.2 for this and all other business core classes.** The actual grade assigned will be based on what you earn. All sections of Principles of Marketing follow the same grading policy.

OTHER COURSE POLICIES

Ohio State's Academic Integrity Policy

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** (studentconduct.osu.edu), 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.

Other sources of information on academic misconduct (integrity) to which you can refer include:

- [Committee on Academic Misconduct](http://go.osu.edu/coam) (go.osu.edu/coam)
- [Ten Suggestions for Preserving Academic Integrity](http://go.osu.edu/ten-suggestions) (go.osu.edu/ten-suggestions)
- [Eight Cardinal Rules of Academic Integrity](http://go.osu.edu/cardinal-rules) (go.osu.edu/cardinal-rules)

Copyright for Instructional Materials

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Creating an Environment Free from Harassment, Discrimination, and Sexual Misconduct

The Ohio State University is committed to building and maintaining a community to reflect diversity and to improve opportunities for all. All Buckeyes have the right to be free from harassment, discrimination, and sexual misconduct. Ohio State does not discriminate on the basis of age, ancestry, color, disability, ethnicity, gender, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, pregnancy (childbirth, false pregnancy, termination of pregnancy, or recovery therefrom), race, religion, sex, sexual orientation, or protected veteran status, or any other bases under the law, in its activities, academic programs, admission, and employment. Members of the university community also have the right to be free from all forms of sexual misconduct: sexual harassment, sexual assault, relationship violence, stalking, and sexual exploitation.

To report harassment, discrimination, sexual misconduct, or retaliation and/or seek confidential and non-confidential resources and supportive measures, contact the Office of Institutional Equity:

1. **Online reporting form at equity.osu.edu**
2. **Call 614-247-5838 or TTY 614-688-8605**
3. **Or email equity@osu.edu**

The university is committed to stopping sexual misconduct, preventing its recurrence, eliminating any hostile environment, and remedying its discriminatory effects. All university employees have reporting responsibilities to the Office of Institutional Equity to ensure the university can take appropriate action:

- All university employees, except those exempted by legal privilege of confidentiality or expressly identified as a confidential reporter, have an obligation to report incidents of sexual assault immediately.
- The following employees have an obligation to report all other forms of sexual misconduct as soon as practicable but at most within five workdays of becoming aware of such information: 1. Any human resource professional (HRP); 2. Anyone who supervises faculty, staff, students, or volunteers; 3. Chair/director; and 4. Faculty member.

Your Mental Health

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. No matter where you are engaged in distance learning, The Ohio State University's Student Life Counseling and Consultation Service (CCS) is here to support you. If you find yourself feeling isolated, anxious or overwhelmed, on-demand mental health resources (go.osu.edu/ccsondemand) are available. You can reach an on-call counselor when CCS is closed at 614- 292-5766. **24-hour emergency help** is available through the National Suicide Prevention Lifeline website (suicidepreventionlifeline.org) or by calling 1-800-273-8255(TALK). The Ohio State Wellness app (go.osu.edu/wellnessapp)

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/helpservicedesk@osu.edu

1. Baseline technical skills for online courses.
 - 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
 - Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
 - 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.

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/>. Requirements may change based on the COVID-19 pandemic. As of August 2, 2021, students, faculty, staff and visitors to all Ohio State campuses and medical facilities are required to wear masks indoors, regardless of their vaccination status. Masks continue to be required outdoors for unvaccinated individuals when they cannot maintain physical distancing. Vaccinated people are not required to mask outdoors. Read more on the [Personal Safety Practices page](#). 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 will university policy will be warned first and disciplinary actions may be taken for repeated offenses. The university strives to make all learning experiences as accessible as possible. In light of the current pandemic, students seeking to request COVID-related 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, I may request that you register with Student Life Disability Services. After registration, make arrangements with me 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.

Course-specific Copyright Policy: Material provided by the instructor may not be re-posted anywhere without the explicit permission of instructors. See University Copyright Policy. The instructor reserves all rights to adjust the course syllabus throughout the semester. Students are responsible for ensuring they are following the most up-to-date version on Carmen.

Course Calendar

IMPORTANT NOTES: ALL ASSIGNMENTS ARE DUE ON WEDNESDAYS AT NOON. Each week a variety of Video Assignments, Mini Simulations and Marketing Numbers will be due for each chapter. You will not be assigned all three of these for each chapter so please pay close attention to the Carmen Course Module/Assignments page to ensure you know which assignments need to be completed for the week.

COURSE CALENDAR AT A GLANCE*

It is recommended that you spread the activities out throughout the week. Sample schedule *Calendar subject to change at the instructor's discretion. All changes will be discussed in advance of day affected*):

- Tuesday: Watch weekly lecture video
- Thursday - Saturday: Complete Assignments
- Saturday & Sunday: Complete quiz

Weekly Content Made Available Each Week On Tuesday Assignments Due Each Week By Midnight Tuesday

WEEK	TOPIC	CHAPTER(S)
1	Introduction To Marketing And The 4 P's	1
1	Marketing Strategy And The Marketing Environment	2 & 3
2	Marketing Research	4
2	CONSUMER BEHAVIOR	5 & 6
3	Segmenting, Targeting, and Positioning (STP)	7
3	PRODUCTS & BRANDS	8
4	PRODUCTS & BRANDS PART II & MIDTERM EXAM REVIEW	9
4	MIDTERM EXAM	-
5	PRICING	10 & 11
5	CHANNELS (AKA "PLACE")	12 & 13
6	MARKETING COMMUNICATIONS	14 & 15
6	PERSONAL SELLING & SALES PROMOTION + DIGITAL MARKETING	16 & 17
6	COMPETITION	18
7	GLOBAL MARKETING, ETHICS & FINAL EXAM REVIEW	19 & 20
7	FINAL EXAM	

SYLLABUS AND CODE OF CONDUCT CONTRACT

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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.bsalinks.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.

Name (Print)

Signature

Date

READ, SIGN, AND UPLOAD THIS PAGE TO CARMEN CANVAS THE SECOND WEEK OF CLASS.

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