

Sem: SP 2024 **Class Day/Time:** Friday 9:00am-12:00pm **Room:** Gerlach Hall Room 265
Instructor: Vandana Agrawal **E-mail:** agrawal.55@osu.edu
Office Hours: Thursday morning & by request; email in advance

Course Description: Marketing Projects is a capstone learning experience and semester-long competition that activates your marketing education at The Fisher School of Business. It is an opportunity to integrate and apply everything you've learned to date in diagnosis, analysis, research, and making strategic and tactical recommendations for a client. In this course your team will take the perspective of a project team working within a marketing consulting firm. True marketing consulting firms are well-versed and competent in all aspects of marketing strategy and tactics as opposed to one narrow area. This means they are skilled in aiding clients across various marketing domains including segmentation, targeting, positioning, the traditional "4Ps," branding, and mining customer insights for innovation.

You will work in a team of 5 – 6 on a real-world, "live" project. Your task is to develop the following deliverables:

1. A comprehensive marketing implementation plan for a client organization
2. A fully developed set of sample tactical elements that will be utilized within the plan
3. Research insights, findings and other analyses to support your recommendations
4. A final presentation to the client, communicating your insights, strategy, and recommended plan of action

Course Learning Outcomes: By the end of the course, student should be able to:

1. Effectively perform key marketing 4P, 5C and STP frameworks
2. Identify the relevant marketing research methods and analyses to uncover relevant actionable insights
3. Evaluate the marketing strategy that will gain a sustainable advantage and design an action plan to implement it
4. Work collaboratively in a team-driven environment and can communicate their thought processes clearly and persuasively
5. Provide a level of objectivity to the clients' situation

Pre-Requirements: 4201 – Consumer Behavior (750), 4202 – Marketing Research (758), or enrollment in regional campus General Business Program

Required Texts/Materials: There is no required textbook for this class. Class materials will be posted on Carmen.

Evaluation Criteria:

Components	% of Total	Type
Weekly Progress:	25%	
Participation & Contribution (incl. Personal Reflection Paper)	15%	N Indep
Carmen Video Quizzes	5%	N Indep
Situational Analysis	5%	C Collab
Final:	75%	
Marketing Plan Final Deliverable*	45%	C Collab
Final Presentation Effectiveness*	15%	N Indep
Final Peer Evaluation	15%	N Indep

***IMPORTANT NOTE:** Individuals who receive less than 75% Peer Evaluation only 75% credit of the team graded components.

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, I am obligated by University Rules to report my suspicions to COAM. If you have questions about the above policy or what constitutes academic misconduct in this course, please contact me. 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 Healthy and Safety Guidelines can be found at <https://safeandhealthy.osu.edu/>

Course Format and How this Course Works:

Course Format: This course will be held **in-person** at the Fisher College of Business in Gerlach Hall Room 265.

Mode of Delivery: Students will be assigned to teams and each team will have a 25-minute status meeting with the instructor each week during the class time (see the designated times on Carmen). Students are expected to meet with their team for the rest of the 3-hour block of time. Teams are also required to set up additional meeting time(s) during the week to work on the project (either virtual or in-person). Teams will have deliverables each week that should be submitted in Carmen prior to the meeting time with the instructor (see course schedule at end of syllabus for details). Templates and references will be available on Carmen.

Credit hours and work expectations: This is a **3-credit-hour course**. Students are expected to use the entire 3 hours of scheduled class time to work on the project and should not schedule additional activities within this time period. Students should expect to spend an additional 6-hours of time outside of the scheduled class time (combination of individual work and group meetings) to work on project activities in order to receive a grade of (C) average.

Attendance and participation requirements: All students are expected to attend and participate in the mandatory weekly status meetings with the instructor. Missing meetings (without prior notification and approval from the instructor) and consistently low participation in meetings will lower the student's project progress portion of the final grade. The degree to which the grade is lowered is entirely at the discretion of the instructor. Students will also be expected to attend all team meetings and participate in the project activities. Missing team meetings (without prior notification and approval) and consistently low participation in project activities (as agreed upon in advance by the team members) will lower the student's peer evaluation portion of the final grade.

Late Assignments: 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 24hrs of the due date then 20% will be deducted from their grade. After the 24hrs have expired, 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 preferably before or within 24 hours of the assignment due date and time.

Office Hours: Office Hours will be held, by request, on Fridays from 8a-9a and at other available times. Please note - all meetings must be requested beforehand by email, at least 24 hours in advance. Meetings can be held either in person or virtually and either individually or in teams. You will receive confirmation of the meeting from the instructor.

Graded Component Details

Marketing Plan Final Deliverable (45% of the Final Grade - GROUP) The marketing plan that you develop based on your research, analysis, strategy development, and recommendations should follow the deliverables provided on Carmen in the Assignments and Modules sections. This final document will include the final presentation slides that you present to the client along with detailed appendix slides that provide additional background and support for your recommendations. The specific elements of your project will also be evaluated relative to other groups, as this course is a semester-long competition.

Final Presentation & Effectiveness (15% of the Final Grade - INDEPENDENT) A crucial skill in any marketing role is the ability to clearly and persuasively communicate information. This portion of the grade is related to the actual live presentation to the client and will be evaluated on dimensions including clarity, persuasiveness and professionalism. The specific presentation grading criteria is included on Carmen in Assignments & Module sections.

Peer Evaluation (15% of the Final Grade - INDEPENDENT) Team collaboration and participation are an important element of this class and will affect the quality of final deliverables. Each team member will provide a performance evaluation of the other members. Lack of effort and contribution to the project by a team member will be reflected in the individual peer evaluations and will negatively affect that individual's overall grade for the course. Individuals who receive less than 75% Peer Evaluation (as an average of all evaluations) will receive only 75% credit of the Group Project grade. It is important that Peer Evaluation scores are based on objective criteria rather than personal opinion. It is normal for group members to have different approaches, personalities, and opinions so your group will need a clear framework for how you will work together and the expectations of performance. One of the first tasks your group will have will be to develop and submit a Team Charter. The performance expectations laid out in this charter will be the basis for your Peer Evaluation scores at the end of the semester. The template for the Team Charter is posted on Carmen in Assignments and Modules sections. An electronic version of the completed Charter must be submitted in Carmen and a printed & signed version must be turned in to the instructor by the second class.

Participation & Contribution (15% of the Final Grade – INDEPENDENT) Throughout the semester, groups will meet with the instructor to share updates on the progress of their project. While students will meet as groups, all students are expected to add meaningful comments, updates and questions to the conversation. An important skill in any business is to be able to be a critical member of a working group and to be able to show your command over the project overall and at various stages. While it is normal for certain team members to be more vocal, it is expected that all team members contribute to our discussions. Consistently low participation in the weekly status meetings will affect this portion of the grade on an individual level. The instructor will utilize weekly submissions and meeting minutes to track progress of project elements, so it is critical to meet submission deadlines – failure to do so will affect this portion of the grade.

(This grade also includes the Personal Reflection Paper at the end of the semester. This paper will include the student's take-aways from the other teams' final presentations along with key learnings and applications based on the overall project experience.)

Quizzes (5% of the Final Grade - INDEPENDENT) Throughout the semester, students will be required to watch supplemental videos that provide direction throughout the development of the project. These videos are important for students to get important details and will save valuable time during the status meetings with the instructor. Quizzes should be completed in Carmen to ensure all of the students are watching the videos and retaining the main points. Refer to the detailed course schedule in the syllabus or in Carmen Assignments for specific due dates. These will be completed individually, and team members are not permitted to collaborate with each other.

Situational Analysis (5% of the Final Grade - GROUP) An early milestone in any marketing project is to have a solid foundation of the business situation. It is critical to understand the broad landscape the company/client are operating within, in order to create an effective marketing plan. Because of the importance of this early secondary research and synthesis, the Situational Analysis is called out as a separate graded component. The specific grading criteria is included on Carmen.

Grading Scale

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%

Note: Above percentages are % of overall points earned. 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 .001%, the grade stands. The BSBA program recommends a **GPA of 3.1-3.6** in all business core classes. The actual grade assigned will be based on what students earn.

Additional Policies

Technology Policy:

For IT help contact the Ohio State IT Service Desk ocio.osu.edu/help servicedesk@osu.edu If none of the options below meet the needs of your situation, contact the IT Service Desk at 614-688-4357 (HELP) and IT support staff will work out a solution with you.

1. Required Technology Skills
 - [Navigating Carmen](#): for questions about specific functionality, see the [Carmen/Canvas Student Guide](#).
 - [CarmenZoom virtual meetings](#)
 - [Recording a slide presentation with audio narration](#)
 - [Recording, editing, and uploading video](#)
2. 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.
3. Required Software
 - [Microsoft Office 365](#): All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through Microsoft's Student Advantage program.

Student Life Disability Services (SLDS): Accommodations can be made for students who have registered with SLDS. In order to implement students' requests in a timely manner, please notify your instructor that you require accommodations by the end the first week of the semester. Please note that students are able to register with SLDS at any given point throughout the semester. If your accommodations change during the semester, you must notify the instructor as soon as you are aware of the change. It is the student's responsibility to notify the instructor and provide detailed information on which assignments, quizzes etc. require accommodations.

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 unfolding situation of the COVID-19 pandemic. 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.

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, please 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 & Required Activities

IMPORTANT NOTES:

- **RED** font indicates Carmen submissions (late submissions will impact project progress grade).
- **WEEKLY MEETING MINUTES** are **DUE by 12N NOON MONDAY the week after.**
- Please watch the weekly videos before beginning work each week. It is recommended that you take the quizzes immediately after watching the videos. The quizzes are assignments in Carmen.

WEEK #1 Friday, January 12, 2023 Course Introduction, Secondary Research Review & Project Details		
Assignments Due to Carmen BEFORE Class	Weekly Meeting Details for the Day	Work to Begin Immediately After Class
<ul style="list-style-type: none"> • READ the Course Syllabus • READ the Project Brief • IDENTIFY Potential Teammates 	<ul style="list-style-type: none"> • Entire Class Meets in Gerlach 265 starting at 9am • Course Introduction • Review Secondary Research Assignment • Finalize Team Selections • Begin developing Team Charter 	<ul style="list-style-type: none"> • FINALIZE Team Charter • READ Project Brief • READ the 5C Analysis Document • BEGIN WORK on the Situational Analysis • WATCH Industry Discovery Overview Video • WATCH Insights Example Video
WEEK #2 Friday, January 19, 2023 Client Briefing and Q&A		
Assignments Due to Carmen BEFORE Class	Weekly Meeting Details for the Day	Work to Begin Immediately After Class
<ul style="list-style-type: none"> • TAKE VIDEO QUIZZES in Carmen • SUBMIT Team Charter to Carmen • SUBMIT Signed Code of Conduct Contract • SUBMIT Client NDA to Carmen 	<ul style="list-style-type: none"> • Entire Class Meets in Gerlach 265 starting at 9am • Client will review the Project Brief 	<ul style="list-style-type: none"> • CONTINUE WORK on Situational Analysis • WATCH Order of Research Activities Video • WATCH Developing Quantitative Surveys
WEEK #3 Friday, January 26, 2023 Discuss Primary Research Plan		
Assignments Due to Carmen BEFORE Class	Weekly Meeting Details for the Day	Work to Begin Immediately After Class
<ul style="list-style-type: none"> • TAKE VIDEO QUIZZES in Carmen • SUBMIT Final Situational Analysis Report • SUBMIT Primary Research Plan • CREATE Qualtrics Accounts (See Carmen) 	<ul style="list-style-type: none"> • Each team will meet with the instructor in Gerlach 265 for 25 min during the assigned times posted on Carmen. • Teams are expected to lead the meeting, provide an update and ask relevant questions for work to progress. 	<ul style="list-style-type: none"> • SUBMIT Meeting Minutes
WEEK #4 Friday, February 2, 2023 Discuss Quantitative Survey Draft & Qualitative Research Plans		
Assignments Due to Carmen BEFORE Class	Weekly Meeting Details for the Day	Work to Begin Immediately After Class
<ul style="list-style-type: none"> • SUBMIT Draft Survey in Doc Format (DO NOT START BUILDING IN QUALTRICS) 	<ul style="list-style-type: none"> • Each team will meet with the instructor in Gerlach 265 for 25 min. • Teams are expected to come prepared with an update on their survey and specific questions about their surveys. 	<ul style="list-style-type: none"> • SUBMIT Meeting Minutes • WATCH Fielding Qualitative In-Depth Interview Video • WATCH Fielding Qualitative Intercepts • BEGIN Reaching Out to Schedule Interviews • READ Qualtrics Set-up Instructions
WEEK #5 Friday, February 9, 2023 Updated Survey & Qualitative Research Update		
Assignments Due to Carmen BEFORE Class	Weekly Meeting Details for the Day	Work to Begin Immediately After Class
<ul style="list-style-type: none"> • TAKE VIDEO QUIZZES in Carmen • SUBMIT Revised Draft Survey • SUBMIT Draft Qualitative Discussion Guide 	<ul style="list-style-type: none"> • Each team will meet with the instructor in Gerlach 265 for 25 min. • Teams are expected to come with the list of the interviews they have scheduled to date, and they should be prepared to walk the instructor through the changes they made on the survey. 	<ul style="list-style-type: none"> • SUBMIT Meeting Minutes • COMPLETE ½ of the Qualitative Interviews • TRANSFER Survey into Qualtrics

WEEK #6 Friday, February 16, 2023 Review Final Survey Draft		
Assignments Due to Carmen <u>BEFORE</u> Class	Weekly Meeting Details for the Day	Work to Begin Immediately After Class
<ul style="list-style-type: none"> • SUBMIT Final Survey (Exported from Qualtrics) 	<ul style="list-style-type: none"> • Each team will meet with the instructor in Gerlach 265 for 25 min. • Teams are expected to come prepared to review the final survey and discuss outcomes of qualitative interviews. 	<ul style="list-style-type: none"> • SUBMIT Meeting Minutes • COMPLETE Qualitative Interviews • COMPLETE & LAUNCH Final SURVEY • WATCH Getting Survey Responses Surveys

WEEK #7 Friday, February 23, 2023 Review Research Status		
Assignments Due to Carmen <u>BEFORE</u> Class	Weekly Meeting Details for the Day	Work to Begin Immediately After Class
<ul style="list-style-type: none"> • TAKE VIDEO QUIZ in Carmen • SUBMIT Final Primary Research Update 	<ul style="list-style-type: none"> • Each team will meet with the instructor in Gerlach 265 for 25 min. • Teams are expected to come prepared with an update on their surveys and interviews. 	<ul style="list-style-type: none"> • SUBMIT Meeting Minutes • WATCH Insight Evolution Video • BEGIN WORK on Key Insights

WEEK #8 Friday, March 1, 2023 Review Analysis of Primary Research & Key Insights Summary (Draft)		
Assignments Due to Carmen <u>BEFORE</u> Class	Weekly Meeting Details for the Day	Work to Begin Immediately After Class
<ul style="list-style-type: none"> • TAKE VIDEO QUIZ in Carmen • SUBMIT Research Update or Key Insight Summary (DRAFT) 	<ul style="list-style-type: none"> • Each team will meet with the instructor in Gerlach 265 for 25 min. • Teams are expected to come prepared to share their analysis of their quantitative and qualitative results as well as their initial key insights. 	<ul style="list-style-type: none"> • SUBMIT Meeting Minutes • CONTINUE WORKING on Insights

WEEK #9 Friday, March 8, 2023 Review Key Insights Summary		
Assignments Due to Carmen <u>BEFORE</u> Class	Weekly Meeting Details for the Day	Work to Begin Immediately After Class
<ul style="list-style-type: none"> • SUBMIT Key Insight Summary • SUBMIT Mid-point Peer Evaluation • SUBMIT Mid-point Course Evaluation 	<ul style="list-style-type: none"> • Each team will meet with the instructor in Gerlach 265 for 25 min. • Teams are expected to come prepared to share an update on their analysis and key insights. 	<ul style="list-style-type: none"> • SUBMIT Meeting Minutes • CONTINUE WORKING on Refining Insights • PREPARE for the Client Meeting • WATCH From Insights to Action Video • WATCH Campaign Development Video • WATCH Tactical Implementation Video

WEEK #10 Friday, March 15, 2023 SPRING BREAK NO CLASS		
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WEEK #11 Friday, March 22, 2023 Status Update with Client Teams Present Key Insights & Support		
Assignments Due to Carmen <u>BEFORE</u> Class	Weekly Meeting Details for the Day	Work to Begin Immediately After Class
<ul style="list-style-type: none"> • TAKE VIDEO QUIZZES in Carmen • SUBMIT PPT Document to Review with the Client 	<ul style="list-style-type: none"> • Each team will meet with the instructor in Gerlach 265 for 25 min. • Teams are expected to come prepared to share a summary of their research process and outcomes (primary and secondary), an analysis of the research and the key insights derived from the research. 	<ul style="list-style-type: none"> • SUBMIT Meeting Minutes • WATCH Tactical Validation Video • BEGIN WORK on Strategic Framework Template

WEEK #12 Friday, March 29, 2023 Update Strategic Framework		
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Assignments Due to Carmen <u>BEFORE</u> Class	Weekly Meeting Details for the Day	Work to Begin Immediately After Class
<ul style="list-style-type: none"> • TAKE VIDEO QUIZ in Carmen • SUBMIT Strategic Framework Document 	<ul style="list-style-type: none"> • Each team will meet with the instructor in Gerlach 265 for 25 min. • Teams are expected to come prepared to present their strategic framework and relevant questions. 	<ul style="list-style-type: none"> • SUBMIT Meeting Minutes • WATCH Building Your Final Deliverable Video

**WEEK #13 Friday, April 5, 2023
Presentation Draft Review**

Assignments Due to Carmen <u>BEFORE</u> Class	Weekly Meeting Details for the Day	Work to Begin Immediately After Class
<ul style="list-style-type: none"> • TAKE VIDEO QUIZ in Carmen • SUBMIT Updated Strategic Framework and Presentation DRAFT 	<ul style="list-style-type: none"> • Each team will meet with the instructor in Gerlach 265 for 25 min. • Teams are expected to come prepared to present their presentation draft, discuss the changes made to the strategic framework and ask questions. 	<ul style="list-style-type: none"> • SUBMIT Meeting Minutes • SIGN-UP for Practice Presentation (Optional) • BEGIN WORK on Personal Reflection Paper • WATCH Effectively Presenting Your Plan Video

**WEEK #14 Friday, April 12, 2023
Presentation Draft Review**

Assignments Due to Carmen <u>BEFORE</u> Class	Weekly Meeting Details for the Day	Work to Begin Immediately After Class
<ul style="list-style-type: none"> • TAKE VIDEO QUIZ in Carmen • SUBMIT Presentation UPDATED with Program Evaluation Metrics in the Appendix 	<ul style="list-style-type: none"> • Each team will meet with the instructor in Gerlach 265 for 25 min. • Teams are expected to come prepared to discuss updates to their presentations and final deliverables. 	<ul style="list-style-type: none"> • SUBMIT Meeting Minutes • CONTINUE Updating Final Presentation • REVIEW Rubrics for Deliverables • SIGN-UP for Practice Presentation (Optional) • BEGIN WORK on Personal Reflection Paper

**WEEK #15 Friday, April 19, 2023
Final Presentations to Client**

Assignments Due to Carmen <u>BEFORE</u> Class	Weekly Meeting Details for the Day	Work to Begin Immediately After Class
<ul style="list-style-type: none"> • SUBMIT Final Deliverable • SUBMIT Final Peer Evaluation • SUBMIT Final Course Evaluation 	<ul style="list-style-type: none"> • Entire Class Meets in Gerlach 265 from 8:30am to 12pm • Note: Presentations will be in numerical team order and ALL teams are required to be present the entire class period. • Presentations will be in-person. 	<ul style="list-style-type: none"> • FINALIZE Personal Reflection Paper (Due After)

SYLLABUS AND CODE OF CONDUCT CONTRACT




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:

<p>University Policies, Services and Resources (go.osu.edu/UPolicies)</p>		<p>Fisher Undergraduate Handbook and QuickLinks (www.bsbalinks.com)</p>		<p>Fisher Navigator Resource Portal (www.nav-1.com)</p>	
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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
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**READ, SIGN, AND UPLOAD THIS PAGE TO
CANVAS BY THE DATE LISTED IN THE COURSE
CALENDAR ON PAGE 5.**

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

SUBMIT THIS PAGE WITH YOUR SIGNATURE TO CARMEN BY THE DEADLINE LISTED IN THE COURSE CALENDAR.