

Sem: AU 2024 **Class Day/Time:** Monday 12:45-3:45pm

Room: Schoenbaum 319

Instructor: Vandana Agrawal

E-mail: agrawal.55@osu.edu

Office Hours: TBD

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:	30%	
Participation & Contribution	15%	N Indep
Weekly Deliverables	10%	C Collab
Carmen Video Quizzes	5%	N Indep
One-Time:	5%	
Situational Analysis	5%	C Collab
Final:	65%	
Marketing Plan Final Deliverable*	30%	C Collab
Final Presentation Effectiveness*	15%	N Indep
Final Peer Evaluation	15%	N Indep
Personal Reflection Paper	5%	N Indep

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.

***IMPORTANT NOTE:** Individuals who receive less than 75% Peer Evaluation (as an average of all teammates' evaluations) will receive **only 75% credit** of the team graded components.

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 for these deliverables 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 the same day, 20% will be deducted from their grade. After that, 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 on Wednesdays 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 (30% 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.

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 is 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 below guidelines are provided to assist you in understanding how class participation will be graded. Note

that class participation should not be confused with class attendance. Merely attending meetings will not lead to a strong participation grade. To accomplish the latter, it will be necessary to be consistently and actively be engaged in the team meetings and be a leader in many of these discussions.

Participation Grade = 4: A consistent leader in team discussions who regularly makes strong contributions by making insightful comments that reflect a thorough command of the project and its progress at various stages.

Participation Grade = 3: Contributes fairly regularly to team meetings, making insightful comments that reflect a deep understanding of the project and the team progress or challenges.

Participation Grade = 2: Contributes to team discussion with reasonable comments that follow from the prior discussion but does not contribute as frequently or consistently as others.

Participation Grade = 1: Infrequent comments or comments that often don't appear to be based on team progress.

Participation Grade = 0: Very few or no contributions to the team discussion.

Weekly Deliverables (10% of the Final Grade – GROUP) Groups will be working on one project throughout the semester, however the course is designed so that all groups are making progress in a similar timeframe. Based on your regular meetings with the instructor and updates of your progress, the instructor will evaluate each team on how consistent and on-schedule your team's performance was throughout the project. This will be based on preparedness for meetings and on-time completion of milestone documents throughout the semester. There will be submissions due prior to every meeting and teams will also be required to submit weekly meeting minutes following the status meetings with the professor. Refer to the Assignment area in Carmen for details on these submissions. Failure to meet submission deadlines will affect this portion of the grade. The specific grading criteria is included on Carmen.

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.

Reflection Paper (5% of the Final Grade - INDEPENDENT) Each student will submit a 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.

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, and the instructor will consider carefully and fairly, but this does not guarantee a change in the grade (note: if changed, **their grade may go up or go down** based on the re-evaluation). Appeals must be made **in writing** via email within 7 days of students receiving the grade. 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 elective classes.

Course Calendar & Required Activities

IMPORTANT NOTES:

- **RED** font indicates Carmen submissions (late submissions will impact project progress grade).
- WEEKLY MEETING MINUTES are DUE ON WEDNESDAY AT 12PM.
- 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 Monday, August 26, 2024 Course Introduction, Secondary Research Review & Project Details & Client Briefing		
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"> • READ the Course Syllabus • READ the Project Brief • IDENTIFY Teammates • READ the 5C Analysis Document 	<ul style="list-style-type: none"> • Entire Class Meets in Schoenbaum 319 starting at 12:45 pm • Course Introduction • Review Secondary Research Assignment • Finalize Team Selections • Begin developing Team Charter • Client Briefing & QA 	<ul style="list-style-type: none"> • FINALIZE Team Charter • BEGIN WORK on the Situational Analysis • WATCH Insight Discovery Overview Video • WATCH Insights Example Video • WATCH Order of Research Activities Video • WATCH Developing Quantitative Surveys

WEEK #2 Monday, September 2 NO CLASS – LABOR DAY
<ul style="list-style-type: none"> • Teams will not meet with the instructor during class time on Monday, September 2 • Continue working on Situational Analysis Report & Primary Research Plan

WEEK #3 Monday, September 9 Discuss Primary Research Plan		
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 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 for 25 min during the assigned times • 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 by 9/11

WEEK #4 Monday, September 16 Discuss Quantitative Survey Draft & Qualitative Research Plans		
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 Draft Survey in Doc Format (DO NOT START BUILDING IN QUALTRICS) 	<ul style="list-style-type: none"> • Each team will meet with the instructor 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 by 9/18 • WATCH Fielding Qualitative In-Depth Interview Video • WATCH Fielding Qualitative Intercepts • BEGIN Reaching Out to Schedule Interviews • READ Qualtrics Set-up Instructions

WEEK #5 Monday, September 23 Updated Survey & Qualitative Research Update		
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 Revised Draft Survey • SUBMIT Draft Qualitative Discussion Guide 	<ul style="list-style-type: none"> • Each team will meet with the instructor 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 by 9/25 • COMPLETE ½ of the Qualitative Interviews • TRANSFER Survey into Qualtrics

WEEK #6 Monday, September 30 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 Quatrics) 	<ul style="list-style-type: none"> • Each team will meet with the instructor 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 by 10/2 • COMPLETE Qualitative Interviews • COMPLETE & LAUNCH Final SURVEY • WATCH Getting Survey Responses Surveys

WEEK #7 Monday, October 7 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 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 by 10/9 • WATCH Insight Evolution Video • BEGIN WORK on Key Insights

WEEK #8 Monday, October 14 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 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 by 10/16 • CONTINUE WORKING on Insights

WEEK #9 Monday, October 21 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 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 by 10/23 • 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 Monday, October 28 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 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 by 10/30 • WATCH Tactical Validation Video • BEGIN WORK on Strategic Framework Template

WEEK #11 Monday, November 4 Update Strategic Framework		
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 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 by 11/6 • WATCH Building Your Final Deliverable Video

WEEK #12 Monday, November 11
NO CLASS – VETERANS DAY

- Teams will not meet with the instructor during class time on Monday, November 11
- Continue working on Strategic Framework and Presentation DRAFT

WEEK #13 Monday, November 18
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 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 by 11/20 • SIGN-UP for Practice Presentation (Optional) • BEGIN WORK on Personal Reflection Paper • WATCH Effectively Presenting Your Plan Video

WEEK #14 Monday, November 25
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 for 25 min. • Teams are expected to come prepared to discuss updates to their presentations and final deliverables. 	<ul style="list-style-type: none"> • CONTINUE Updating Final Presentation • REVIEW Rubrics for Deliverables • SIGN-UP for Practice Presentation (Optional) • BEGIN WORK on Personal Reflection Paper

WEEK #15 Monday, December 2
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 Schoenbaum 319 from 12:30pm-3:45pm. • Note: 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

WEEK #16 Monday, December 9
Awards & Course Debrief (Final Class)

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 Personal Reflection Paper due in Carmen (individual assignment) 	<ul style="list-style-type: none"> • Entire Class Meets TBD • Note: Please be prepared to discuss your personal reflection papers. 	<ul style="list-style-type: none"> • None! Congratulations on a successful semester.

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:

**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.

Name (Print)

Signature

Date

**READ, SIGN, AND UPLOAD THIS PAGE TO
CANVAS BY THE DATE LISTED.**

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.**

Additional Course Policies

Use of AI: Use of artificial intelligence (AI)-powered programs, including but not limited to ChatGPT, for course assignments must be first discussed and permitted by the faculty instructor. In general, AI is not allowed for this course, with the exception of creative design assistance for your final project, which the instructor will discuss in class.

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

Course Technology:

For IT help, contact the Ohio State IT Service Desk at ocio.osu.edu/help or servicedesk@osu.edu

1. Baseline technical skills for online courses:
 - a. Basic computer and web-browsing skills.
 - b. Navigating Carmen.
2. Required technology skills:
 - [CarmenZoom for virtual meetings.](#)
 - [Recording a slide presentation with audio narration.](#)
 - [Recording, editing, and uploading video.](#)
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 microphone, 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:
 - a. [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:
 - a. You will need to use BuckeyePass multi-factor authentication to access your courses in Carmen. To ensure that you can connect to Carmen at all times, it is recommended that you take the following steps:
 - i. Register multiple devices in case something happens to your primary device. Visit the [Duo Mobile application](#) help article for step-by-step instructions.
 - ii. 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 (10) passcodes good for 365 days that can each be used once.
 - iii. 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.

If none of these options meet the needs of your situation, contact the IT Service Desk at 614-688-4357 (HELP).

Additional University Policies and Resources

You can find a list of university policies and resources at go.osu.edu/UPolicies, but here are a few important ones.

Academic Misconduct

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](#), 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. You can also review these resources:

- [Committee on Academic Misconduct](https://go.osu.edu/coam) (go.osu.edu/coam)
- [Ten Suggestions for Preserving Academic Integrity](https://go.osu.edu/ten-suggestions) (go.osu.edu/ten-suggestions)

- [Eight Cardinal Rules of Academic Integrity](https://go.osu.edu/cardinal-rules) (go.osu.edu/cardinal-rules)

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. 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](https://go.osu.edu/ccsondemand) (go.osu.edu/ccsondemand) are available. You can reach an on-call counselor when CCS is closed at [614-292-5766](tel:614-292-5766). **24-hour emergency help** is available through the [National Suicide Prevention Lifeline website](https://suicidepreventionlifeline.org) (suicidepreventionlifeline.org) or by calling [1-800-273-8255\(TALK\)](tel:1-800-273-8255). [The Ohio State Wellness app](https://go.osu.edu/wellnessapp) (go.osu.edu/wellnessapp) is also a great resource.

Religious Accommodations

Ohio State has had a longstanding practice of making reasonable academic accommodations for students' religious beliefs and practices in accordance with applicable law. In 2023, Ohio State updated its practice to align with new state legislation. Under this new provision, students must be in early communication with their instructors regarding any known accommodation requests for religious beliefs and practices, providing notice of specific dates for which they request alternative accommodations within 14 days after the first instructional day of the course. Instructors in turn shall not question the sincerity of a student's religious or spiritual belief system in reviewing such requests and shall keep requests for accommodations confidential.

If students have questions or disputes related to academic accommodations, they should contact their course instructor, and then their department or college office. For questions or to report discrimination or harassment based on religion, individuals should contact the [Office of Institutional Equity](#).

Disability Statement

The university strives to maintain a healthy and accessible environment to support student learning in and out of the classroom. 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 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. You can connect with them at slds@osu.edu; 614-292-3307; or slds.osu.edu, or in person at 98 Baker Hall, 113 W. 12th Ave.

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:

- Online reporting form at equity.osu.edu,
- Call 614-247-5838 or TTY 614-688-8605,
- 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.