

Semester: AU 2025 **Lecture Class Day/Time:** Wednesdays 12:45pm-2:05pm **Lecture Room:** Gerlach Hall 208

Instructor: Claire Adams, MBA

E-mail: adams.2547@osu.edu

Office Location: 252 Fisher Hall

Office Hours: Mondays 12:30-2:30pm & Wednesdays 11am-12:30pm [SIGN-UP HERE FOR OFFICE HOURS](#)

Course Description: Many large retailers are integrating their own advertising platform within their eCommerce site, including Amazon, Wal-Mart, Target and very recently Lowe’s “One Roof” advertising network. As a result, marketing agencies like Global Overview offer services to help businesses succeed on the Amazon marketplace. Global Overview will co-lead this course and provide instruction to students. This course is a hybrid of traditional coursework and a hands-on project experience. In the first half of the semester, students will learn about Amazon’s retail business, sponsored ads, programmatic display ads, OTT (over-the-top, aka “streaming” television), and audio ads. In the second half of the semester, students will apply the knowledge they obtained in the first half of the semester to a “real-life” client assigned by Global Overview and will manage that client’s budget for 4 to 5 weeks to drive impressions and conversions for the client’s products (real money, real sales – NOT a simulation or just a recommendation). The final deliverable is a presentation or results and learnings to the client. As supported by the course curriculum, students will be required to complete the official Amazon certification in advertising and analysis- based assignments.

Course Learning Outcomes:

- Understand the basics of eCommerce advertising
- Gain hands-on experience with the common tools used in eCommerce advertising
- Understand how to critique, track, measure, and create eCommerce advertising campaigns
- Learn to use, experiment with and tabulate eCommerce advertising analytics to formulate an insight-driven campaign proposal
- Obtain a set of eCommerce advertising certifications (can be used in CVs, LinkedIn profiles, etc.)

Pre-Requirements: BUSML 3250 and Co-Requirements BUSML 4232 and 4233 (Can be taken concurrently with this course)

Course Format: The course begins with instructional class sessions followed by application activities and work for a designated client. Time will be reserved for team meetings with the course instructor and Global Overview in preparation for their final client presentation at the end of the semester. Class sessions will include a combination of lectures, discussion of assigned articles and current digital advertising trends/events, team in-class exercises and Amazon Advertising certifications. Please refer to the *Course Schedule* at the end of this document for details about topics and activities for each session

Required Texts/Materials: No textbook. Weekly readings will be procured from industry articles and Amazon proprietary documents.

Evaluation Criteria:

Graded Components	% of Total	Type	Requirements for each form of graded component. Failing to follow these will represent academic misconduct. See below:	
Quizzes	18%	N ↑	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.
Amazon Certification Exam	20%	N ↑		
Brand Audit & Initial Client Strategy Recommendation & Presentation	15%	C 🚩🚩	Collaboration Required [C 🚩🚩]:	An explicit expectation for collaboration among students either in class or outside of class (i.e. group work).
Campaign Optimization	12%	C 🚩🚩		
Final Client Presentation	25%	C 🚩🚩	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.
Attendance & Participation	10%	N ↑		

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 my suspicions to COAM. If you have questions about the policy or what constitutes academic misconduct in this course, please contact your 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 Healthy and Safety Guidelines can be found at <https://safeandhealthy.osu.edu/>

Course Format and Policies

Mode of Delivery: This course is synchronous and in-person. The course will typically consist of one weekly in-person session of 80 minutes. However, about half of instruction will be done virtually since our partner agency instructors from Global Overview are in various locations across the country and cannot travel to Columbus every week. Please refer to the course calendar which indicates when students are expected to be in-person versus virtual (Zoom).

Credit hours and work expectations: This is a 1.5-credit-hour course. According to Ohio State policy, students should expect 1.5 hours per week of time spent on direct instruction (e.g., instructor content, Carmen activities, simulations, quizzes, etc.) in addition to 3 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average.

Attendance & Participation Requirements: You are expected to attend each scheduled class session and participate in class discussions. Attendance is a graded component of the course. Students are required to attend classes in-person and are encouraged to participate to maximize their learning experience. Students should be prepared to be called on in class and are encouraged to ask questions. A record will be kept of the level of participation for each student. Attendance is taken each class period. There are no "make-ups" for attendance points so if you miss class you miss the points. In order to accommodate for illness or unexpected priorities students may have, **the instructor will excuse up to one class from your attendance grade.**

Attendance points are earned by utilizing the TopHat code provided at the start of class. If you miss the TopHat code at the start of class, you are required to notify the instructor at the end of the class to receive credit for attendance points. Once the class is over and the students have had the opportunity to enter their TopHat code there is no longer an opportunity to earn the points. It is the students' responsibility to check their attendance scores in TopHat each class session to ensure the attendance is recorded correctly. If you have an issue with entering your score that day, please notify the instructor **before** you leave the classroom. **The instructor will not adjust attendance grades after class.**

Dis-enrolled: Students who fail to complete an assignment for this course, without giving prior notification to the instructor, will be dis-enrolled after the 3rd instructional day of the term, the 1st Friday of the term, or the 2nd class meeting of the course, whichever occurs first.

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-".

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% -	90% -	87% -	83% -	80% -	77% -	73% -	70% -	67% -	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 3.2-3.6** in all business core classes. The actual grade assigned will be based on what students earn.

Office Hours: Office hours are optional. Your instructor will host weekly office hours via Zoom on : Mondays 12:30-2:30pm & Wednesdays 11am-12:30pm. You may book appointments in 15min increments. Appointments should be booked at least 24hours in advance. You will receive a confirmation email with the Zoom information for the appointment. If you do not receive a confirmation before your meeting, please email Claire Adams at adams.2547@osu.edu. Please [click here](#) to book your office hour appointment.

Late Assignment Policy: Students are expected to complete the assignments by the due dates and times listed in Carmen (also listed in the course calendar of the syllabus on pages 7-8). If a student turns in the assignment late, but within 24 hours of the due date/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 within 24 hours of the assignment due date and time. If the student fails to notify the professor requesting in writing an extension within the 24hrs of the due date, then the student will receive a zero. Please note all assignments close 24hrs after the due date in Carmen.

Testing Policy for Quizzes: There are no make-ups for quizzes. Students have a full week to complete the quizzes.

Presentation Policy: Make-ups for presentations are permitted for extenuating circumstances (hospitalization, medical emergencies, funerals, car accidents etc.) and with proper documentation. Each decision of potentially allowing a make-up presentation is made by the instructor on a case-by-case basis. Additionally, students MUST contact the instructor (Claire Adams, adams.2547@osu.edu) before the start of the presentation scheduled. If the student fails to notify the professor requesting in writing a make-up presentation before the start of that presentation then the student will receive a zero.

Graded Component Details

Quizzes (18% of total grade): Students will complete a total of 2 quizzes at the beginning of the semester which will test their knowledge on the course content. Quizzes will be administered online in Carmen. Students may take the quiz anytime within a week prior to the due date. Each quiz is 30min and contains 20 multiple choice questions. **Quizzes are CLOSED EVERYTHING and are an individual activity so you MAY NOT take the quiz with anyone else in the room.** All quizzes will be monitored with HonorLock so you must have a working webcam and microphone to take the quizzes. Students have a full week to complete the quiz. There is a 24hr grace period after the due date with a 20% penalty, but after that time no make-ups will be permitted.

Amazon Certification Exam (20%) A passing score on the Amazon Sponsored Ads Certification is a requirement of the course. The certification validates an individual's proficiency in Amazon's sponsored ads solutions like Sponsored Products and Sponsored Brands. This is a starting point for building proficiency in managing sponsored ads campaigns using the advertising console. Students should expect to spend 4 hours completing the modules to prepare for the certification and 2hrs to take the certification exam. Additional details are provided in Carmen under "Assignments."

Brand Audit & Initial Strategy Recommendation & Presentation (15%) Each team is expected to complete and present a Brand Audit which will demonstrate their understanding of the Amazon landscape and the various types of ads. Following the Brand Audit presentation each team will create an Initial Strategy for the client. The first round of the Initial Strategy will be a draft presentation presented to Global Overview and your instructor. Utilizing feedback from the draft presentation, the teams will make changes and finalize the presentation for the Initial Strategy Client presentation. Additional details are provided in Carmen under "Assignments."

Campaign Optimizations (12%) Students will work with their team to complete three Campaign Optimizations where they will review their campaign performance reports weekly and make changes to their campaigns (i.e. keywords, bids). Additional details are provided in Carmen under "Assignments."

Final Client Presentation (25%) As a team, students will present a Final Presentation to the client which will include (1) a recap of the initial approach, (2) summary of their approach to optimizing the campaigns, (3) results of the campaign ads, (4) recommendations for strategies that the client should continue and (5) overall learnings after completing the assignment. Each team should have a 12-14min presentation prepared with 12-16 PPT slides. Additional details and the grading rubric is provided in Carmen under "Assignments."

Attendance & Participation (10%)

Attendance and Participation: Attendance and weekly participation is a graded component of the course. Please see the Attendance Policy details on page 2. Students' participation will be tracked each week and is based on level of engagement. For each class students will earn a "0" if they did not participate at all or were absent, a "1" if they asked/answered questions or a "2" if they were a standout contributor in the class that day.

Course Evaluations: Two course evaluation surveys will be a component of your Attendance & Participation grade. It is important for your instructor to understand how you are progressing in the class. To help assess students' experiences there will be a midpoint course evaluation and final course evaluation posted on Carmen. You receive full credit for completing both of these anonymous surveys. These surveys are similar to SEI's, but you will need to complete the official SEI survey in addition to these assignments.

Peer Evaluations: Students will be given the opportunity to complete a mid-point and final assessment of their team members' performance. The scores that the team members earn will be factored into the Attendance & Participation grade for the course. Additional details are provided in Carmen under "Assignments."

Team Charter: Each team will be expected to complete a Team Charter in the beginning weeks of the course. Completion of the Team Charter is factored in as part of the Attendance & Participation grade.

Important Assignment & Assessment Guidelines

Please read the table below carefully. It establishes key guidelines, rules and details for assignments and quizzes listed above.

	Quizzes	Client Presentation	Amazon Certification Exam	Assignments
Open Book, Assignments, Course Materials, External Materials	No	Yes	Yes	Yes
Open Web, Text or Chat (Google, GroupMe, Quizlet etc.)	No	Yes	Yes	Yes
Time Limit	30min	Varies by Assignment	Unlimited	None
# of Attempts	1	1	Unlimited	1
Use of AI Technology	No	Yes*	No	No
Collaboration with Others	No	Yes	Yes	Yes

*See AI policy in course assignment details.

Additional Policies

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](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)

Artificial Intelligence Policy: Recent developments in generative artificial tools, including ChatGPT and others, hold great potential for learning in new ways; however, students should not use these tools in the completion of course assignments unless their instructor specifically authorizes the tools' use. Unless I specifically mention otherwise (and in writing), the use of any AI-generated content in any deliverables in this course will be considered academic misconduct and will be acted on as such. Writing assignments will be turned in online and I will be using Turnitin and other applications that have AI detection algorithms. You need to complete the assignments using your own brain and your own thinking which will lead to more of your own learning! Students are encouraged to review the guidelines outlined in the Code of Student Conduct about completing academic activities with fairness and honesty.

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:
 - Basic computer and web-browsing skills.
 - 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:
 - [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 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).

HonorLock Monitoring: Students may request an in-person proctoring alternative to HonorLock or other online proctoring tools. Students are expected to contact the instructor by the second week of class to coordinate the accommodation, and students will be responsible for scheduling the quizzes at the Student Testing Center. Students will not be permitted to take remotely proctored quizzes in their homes or residence halls unless they are willing to conduct a room scan. By choosing to take the quizzes in their home or residence hall, the student is consenting to the room scan of the area in which they take the exam. Students may take the quizzes at any location of their choice (e.g, the library, a study room, WeWork, etc.), but you will be required to do a room scan and no one else should be in the room with you.

Disability Accommodations: 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. [Click Here to schedule](#) an appointment. You can connect with SLDS at slds@osu.edu; 614-292-3307; or slds.osu.edu. or in person at 98 Baker Hall, 113 W. 12th Ave.

Safety and Health Requirements: Please stay up-to-date on the required compliance for students, faculty and staff by visiting the "Safe and Healthy Buckeyes website: <https://safeandhealthy.osu.edu/>. All faculty, staff and students are required to comply with and stay up to date on all [university safety and health guidance](#), which may change throughout the semester. Non-compliance with the university policy will be warned first and disciplinary actions may be taken for repeated offenses. The university strives to make all learning experiences as accessible as possible. 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, please 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. If you are isolating while waiting for a COVID-19 test result, please let me know immediately. Those testing positive for COVID-19 should refer to the Safe and Healthy Buckeyes site for resources. Beyond five days of the required COVID-19 isolation period, I may rely on Student Life Disability Services to establish further reasonable accommodations. You can connect with them at slds@osu.edu; 614-292-3307; or slds.osu.edu.

Counseling and Consultation Services / Mental Health Statement: 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 offers services to assist you with addressing these and other concerns you may be experiencing. If you or someone you know are suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting ccs.osu.edu or calling 614-292-5766. CCS is located on the 4th floor of the Younkin Success Center and 10th floor of Lincoln Tower. You can reach an on-call counselor when CCS is closed at 614-292-5766 and 24-hour emergency help is also available through the 24/7 by dialing 988 to reach the Suicide and Crisis Lifeline.

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

Religious Accommodations: Our inclusive environment allows for religious expression. Students requesting accommodations based on faith, religious or a spiritual belief system regarding examinations, other academic requirements or absences, are required to provide the instructor with written notice of specific dates for which the student requests alternative accommodation within the second week of the semester. For more information about religious accommodations at Ohio State, visit odi.osu.edu/religious-accommodations.

Forgiveness/Understanding/Compassion Policies for Students: This class is designed to maximize student learning while recognizing the demands of students' lives outside of class. It is your job as a student to make the necessary choices to prioritize the class requirements within your own schedules ensuring optimal performance. The instructor has thoughtfully designed the policies with understanding and compassion to allow for flexibility and accommodations for unexpected circumstances in your personal lives. As you review this syllabus, you will notice that the following policies are included to allow flexibility for all students in the class: (1) you are permitted to be absent for one class this semester with no penalty to your attendance grade, (2) you have a full week to complete quizzes, and (3) should you miss a deadline, you have a 24hr grace period to complete the assignment with a 20% penalty to the late assignment. Please note these policies apply to all students including those with SLDS accommodations. If you have any questions, please email adams.2547@osu.edu.

Grievances and Solving Problems: A student who encounters a problem related to his/her educational program has a variety of avenues available to seek resolution. (Note: the procedures for grade grievances are explicitly covered in the faculty rules) Typically, a student is advised to resolve any dispute, disagreement, or grievance as directly as possible, engaging with the person or persons most closely involved. The faculty and staff of the departments and colleges are available to work with students in this regard. If this step does not produce acceptable results, the student should follow a logical stepwise progression to address the academic concerns. According to University Policies, if you have a problem with this class, you should seek to resolve the grievance concerning a grade or academic practice by speaking first with the instructor or professor. Then, if necessary, take your case to the department chairperson, college dean or associate dean, and to the provost, in that order. Specific procedures are outlined in Faculty Rule 3335-8-23. Grievances against graduate, research, and teaching assistants should be submitted first to the supervising instructor, then to the chairperson of the assistant's department.

Inclement Weather Policy: Although Ohio State strives to remain open to ensure continuity of services to students and the public, extreme conditions can warrant the usage of the university's Weather or Other Short-Term Closing Policy. Please visit this webpage to learn more about preparing for potential closings and planning ahead for winter weather. Should in-person classes be canceled, we will meet virtually via CarmenZoom during our regularly scheduled time. The instructor will share any updates via the "Announcements" section of Carmen Canvas BEFORE the start of class.

Changes to the Syllabus: Please note there is always the potential for the syllabus to have changes. Any changes to the syllabus will be communicated in the "Announcements" section of the Carmen course page and a revised syllabus will be posted as well.

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: Files provided in lecture are **CONFIDENTIAL** and **CANNOT** be shared outside of the class. Students participate virtually when both the instructor and Global Overview are "Virtual" as indicated in the "Format" column below.

WK	MON	DAY	Class Agenda	Assignments Due <u>Before</u> Each Class Session	Format	Presenter
1	Aug	27	Course & Syllabus Overview Introduction to Global Overview Team Member Formation	<input type="checkbox"/> SUBMIT "About Me" Survey <input type="checkbox"/> SUBMIT Non-Disclose Agreement (NDA)	In-Person	C. Adams
					Virtual	Global Overview
2	Sep	3	Retail Readiness & Stores	<input type="checkbox"/> COMPLETE Syllabus Quiz <input type="checkbox"/> COMPLETE Team Charter Assignment <input type="checkbox"/> COMPLETE first 3 AMZ Certification Modules	In-Person	C. Adams
					Virtual	Global Overview
3	Sep	10	Sponsored Products	<input type="checkbox"/> TAKE Quiz #1 <input type="checkbox"/> BEGIN WORK on Brand Audit Assignment <input type="checkbox"/> COMPLETE AMZ Certification Modules	In-Person	C. Adams
					In-Person	Global Overview
4	Sep	17	Sponsored Brands, Sponsored Brand Video & Brand Audit Assignment Overview	<input type="checkbox"/> TAKE Quiz #2 <input type="checkbox"/> CONTINUE WORK on Brand Audit Assignment <input type="checkbox"/> CONTINUE WORK on AMZ Certification	In-Person	C. Adams
					Virtual	Global Overview
5	Sep	24	Brand Audit Presentations & Review Client Brief	<input type="checkbox"/> COMPLETE AMZ Certification <input type="checkbox"/> SUBMIT the Brand Audit Assignment	In-Person	C. Adams
					Virtual	Global Overview
6	Oct	1	Teams Presentations: Initial Strategy to Global Overview	<input type="checkbox"/> SUBMIT Initial Campaign Draft Template <input type="checkbox"/> SUBMIT Initial Strategy Presentation Draft	In-Person	C. Adams
					In-Person	Global Overview
7	Oct	8	Teams Presentations: Recommendations to Client via Zoom	<input type="checkbox"/> SUBMIT Initial Campaign Completed Template <input type="checkbox"/> SUBMIT Initial Strategy Final Presentation	Virtual	C. Adams
					Virtual	Global Overview
8	Oct	15	Reporting Review & Team Optimizations	<input type="checkbox"/> SUBMIT Optimization Assignments #1 <input type="checkbox"/> SUBMIT Course Feedback Survey #1 <input type="checkbox"/> SUBMIT Midpoint Peer Evaluation	Virtual	C. Adams
					Virtual	Global Overview
9	Oct	22	Reporting Review & Team Optimizations Virtual Zoom Sessions for Q&A with GO	<input type="checkbox"/> SUBMIT Optimization Assignments #2	In-Person	C. Adams
					In-Person	Global Overview
10	Oct	29	Reporting Review & Team Optimizations Virtual Zoom Sessions for Q&A with GO	<input type="checkbox"/> SUBMIT Optimization Assignments #3	In-Person	C. Adams
					Virtual	AMZ-GO
11	Nov	5	Final Presentation Overview & "Own-the-Room" Training	No Assignments Due	In-Person	C. Adams
					Not Present	Global Overview
12	Nov	12	Getting into the Industry & Career Panel	No Assignments Due	In-Person	C. Adams
					In-Person	Global Overview
13	Nov	19	Practice/Dry-Run: Students Present Campaign Recap & Learnings	<input type="checkbox"/> SUBMIT Final Presentation Draft <input type="checkbox"/> SUBMIT Course Feedback Survey #2 <input type="checkbox"/> SUBMIT Course SEI	In-Person	C. Adams
					In-Person	Global Overview
14	Nov	26	NO CLASS – THANKSGIVING BREAK	No Assignments Due	No Class	C. Adams
					No Class	Global Overview
15	Dec	3	Final Client Presentations	<input type="checkbox"/> SUBMIT Final Presentations <input type="checkbox"/> SUBMIT Final Peer Evaluation	Virtual	C. Adams
					Virtual	Global Overview

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:

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

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

THIS DOCUMENT IS INCLUDED IN YOUR WEEK 1 MODULE. YOU WILL BE REQUIRED TO COMPLETE THE SYLLABUS QUIZ & ACKNOWLEDGMENT FORM BEFORE BEGINNING ANY OTHER COURSE WORK.

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