MKTG 303 – Spring 2019 Syllabus

Course No. & Title
MKTG 303 Principles of Marketing

Course Description
This is a foundational marketing course. It examines marketing principles and practices for analyzing, creating, delivering, capturing, and communicating value to customers. The course focuses on managing customer relationships using market-driven strategies, particularly segmentation, targeting, positioning. The role of customer satisfaction in achieving organizational objectives and ethical decision making in a global economy are also emphasized.

Meeting and Location
Tuesdays 4.30-7.10 pm
Merten Hall 1200

Instructor
Vineet Chhabra

Contact Information
Email vchhabr@gmu.edu
Office Hours Before class or by appointment

Note: Please use your GMU Email address only for any correspondence, I will NOT respond to any emails from a non-GMU.edu address. I will strive to respond to all emails within 2 business days (weekends & holidays not included)
Course Prerequisites
Students must have at least sophomore standing.

Course Materials

*Note: Connect Code is NOT required.*

The text introduces many concepts, so it is imperative that you read the chapters on a timely basis.

I will also be posting additional materials on Blackboard. In addition, we will be discussing examples and case studies in class. The classroom discussions and presentations will be the basis for additional insights and understanding of key concepts.

Concepts from all of these materials will be evaluated in the quizzes and examination questions.

Course Grades
Your learning will be evaluated in several ways:

- **Examinations**: There will be two exams, one Mid-Term covering topics taught up to that point in the course, and one Final Exam covering the entire course materials covered. Dates for these exams are in the detailed Class Schedule in Appendix 1.
- **Class Assignments and Quizzes**: There will be some class assignments and up to three (3) quizzes. These will be short answer type questions or assignments, and there are no fixed dates to administer them.
- **Group Project**: You will work in groups to develop an abridged marketing plan for a company and product that your group will select. See the Group Project Section for additional details. I will also discuss this during the first class.
- **Research Requirement**: More description later in the syllabus (see Appendix 2)
You may earn up to 1,000 points by the end of the course. Your grade will be determined by the total points you earn. Points may be earned as follows:

<table>
<thead>
<tr>
<th>Points</th>
<th>Letter Grade</th>
<th>Grade Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>930 -1000 points</td>
<td>A</td>
<td>4.0</td>
</tr>
<tr>
<td>900 – 929 points</td>
<td>A-</td>
<td>3.7</td>
</tr>
<tr>
<td>870 – 899 points</td>
<td>B+</td>
<td>3.3</td>
</tr>
<tr>
<td>830 – 869 points</td>
<td>B</td>
<td>3.0</td>
</tr>
<tr>
<td>800 – 829 points</td>
<td>B-</td>
<td>2.7</td>
</tr>
<tr>
<td>770 – 799 points</td>
<td>C+</td>
<td>2.3</td>
</tr>
<tr>
<td>700 – 769 points</td>
<td>C</td>
<td>2.0</td>
</tr>
<tr>
<td>600 – 699 points</td>
<td>D</td>
<td>1.0</td>
</tr>
<tr>
<td>Below 600 points</td>
<td>F</td>
<td>0.0</td>
</tr>
</tbody>
</table>

Please note that the University, the School of Business and I consider B to be a good grade. The passing grade for the School of Business and this course is a C.

**Class Schedule**

*Appendix 1* has the detailed class schedule, including the topics covered in each class, exams, and project deliverables and deadlines.

Please note that some of the dates may change, based on our schedule and how we are making progress through the semester. I will communicate any changes via Blackboard. The date for the Finals is set by the University and WILL NOT change.

**Group Project and Evaluation**

The class project will be a *group project (groups of 4-6 students)*. I will provide more details and guidance on the group project at an ongoing basis in the coming weeks.

Each group will select a company and product, and develop an abridged marketing plan. As a group,
you will work together on a project designed to integrate the materials presented in the course.

Team work is a great real-life experience. Each team member is responsible for making the group work. Please respect the Community Standards of Behavior when interacting with your group members.

The group project is worth 350 points (35% of your grade). This will be comprised of an Interim Submission (Part I - 100 points) and a Final Submission / Presentation (Part II - 250 points)

There could be a “collective” team evaluation, included as part of your final project at the end of the semester. Your individual score will be calculated based on the grading rubric.

Your Individual Score = the Group Project Score times the % of the overall Team Evaluation Score.

If you have actively contributed to your group project and your group members have substantiated your contributions in the team evaluation, the maximum score will be the score achieved by the group project. It is therefore in everyone’s interest to cooperate, contribute and work with the group effectively throughout the semester.

Research Requirement
25 points or 2.5% of your grade is driven by participation in this activity.

Please see Appendix 2 for how to sign up for this requirement.

Course Learning Objectives
Please see Appendix 3 for a description of learning objectives for this course and how this course aligns with the School of Business Undergraduate Learning Goals.

Exam Make Up Policy
Consistent with University policy, only provable and documented, absences due to personal illness or family emergencies constitute acceptable absences for missing exams. Preplanned weddings, vacations and deep-discount airfares are not acceptable excuses for missing exams or taking exams outside the university’s official final exam schedule. There are no make-up exams or adjustments to satisfy the convenience of the students enrolled in this class.
The Mason Honor Code
Academic honesty is important to maintaining the integrity of our university and ensuring that your degree will earn you the respect you deserve. Students are expected to follow the honor code as presented in the University’s publications. Therefore:

To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University community and with the desire for greater academic and personal achievement, we, the student members of the University Community have set forth this:

Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.

For this course, three fundamental principles to follow at all times are that: (1) all work submitted be your own (on individual assignments) or your teams (on team assignments); (2) when using the work or ideas of others give full credit through accurate citations; and (3) when conducting YYY you do not make-up ZZZ. If you are uncertain about the directions on a particular assignment, ask for clarification.

Any course assignment that is determined to be in violation of the University Honor Code will be immediately referred to the Office of Academic Integrity for resolution. Sanctions for honor code violations will be based on the School of Business Recommendations (See Appendix 4).

Please consult the “Honor Code” section of the George Mason University Student Handbook or https://oai.gmu.edu/mason-honor-code/ for additional information about academic integrity.
Course Policies

CLASSROOM ETIQUETTE and EXPECTATIONS
The classroom is a training ground for the real-world. Soon, you will find yourselves in interviews, business meetings, etc. As such, during class, I expect you to conduct yourself professionally. Examples of unprofessional behavior and poor etiquette include unnecessary talking, non-class-related activity, texting and/or checking email etc.

ATTENDANCE
Attendance is expected. Being absent from class will cause you to miss the substantial amount of material that we will cover each session as well as the opportunity to work with your team on your research project. If you are absent from class, it is your responsibility to find out from a classmate what you missed (both in terms of course material and announcements).

DELIVERABLES AND QUIZZES
You are expected to turn in your work prior to the beginning of each class. No late assignment will be accepted – no exceptions.

Class Assignment and Quizzes can happen in any class. These will typically be a short duration test or individual assignment. It is therefore important that you attend, pay attention and participate in every class.

RELIGIOUS HOLIDAYS, SPORTS, AND SCHOOL-RELATED ACTIVITIES
If you expect to be absent during the semester for any of these reasons, please notify me as soon as possible (minimum of 2 weeks prior) to make acceptable arrangements.

INCLEMENT WEATHER POLICY
This course will operate in accordance with official University decisions about inclement-weather cancellations. Please check the GMU website or the information line (993-1000) if the weather is questionable. You can also sign up for Alerts – see http://ready.gmu.edu/category/recent-alerts/.

If class is cancelled, the course schedule may need to be changed.

USE OF BLACKBOARD
I will use Blackboard to post class materials, assignments, announcements, and other relevant details. Please ensure you check Blackboard regularly.

ANNOUNCEMENTS AND UPDATES
Email announcements between class meetings may be sent. Any emails from me will be sent to your GMU email account or posted via Blackboard and will include “course name” in the subject line. It is your responsibility to check Blackboard regularly for the addition of any course materials.

E-MAIL CORRESPONDENCE
Outside of class time and office hours, e-mail is the quickest method to contact me. You MUST use your GMU e-mail address. Federal privacy laws state that I am not allowed to provide confidential
information to any non-GMU e-mail addresses and consequently I will not respond to emails from any other address.

I will strive to respond to emails within 2 business days, but please make sure to plan your questions with enough time to receive a response.

LAPTOP POLICY
You can bring a laptop to class to take notes etc. (not to browse the internet, check social media etc.). If you choose to bring & use a laptop, please ensure it does not disturb others around you.

CELL PHONE POLICY
Cell phones are not allowed in class. All cell phones must be set to silent/vibrate and kept out of sight during class time.

USE OF LAPTOPS AND PHONES DURING EXAMS
Laptops and cell phones will not be allowed during any exams (including quizzes). If you think you need a calculator, please bring along a simple calculator (use of cell phone as calculator will be not be allowed).

DISABILITY POLICY
If you are a student with a disability and you need academic accommodations, please contact the Office of Disability Services (ODS) at 703-993-2474. All accommodations must be arranged through ODS.

NOTICE OF RESPONSIBLE EMPLOYEE
As a faculty member, I am designated as a “Responsible Employee”, and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason’s Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as the Student Support and Advocacy Center (SSAC) at 703-380-1434, or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance from Mason’s Title IX Coordinator by calling 703-993-8730 or emailing titleix@gmu.edu.

DIVERSITY STATEMENT
George Mason University promotes a living and learning environment for outstanding growth and productivity among its students, faculty and staff. Through its curriculum, programs, policies, procedures, services and resources, Mason strives to maintain a quality environment for work, study and personal growth.

An emphasis upon diversity and inclusion throughout the campus community is essential to achieve these goals. Diversity is broadly defined to include such characteristics as, but not limited to, race, ethnicity, gender, religion, age, disability, and sexual orientation. Diversity also entails different viewpoints, philosophies, and perspectives. Attention to these aspects of diversity will help promote a culture of inclusion and belonging, and an environment where diverse opinions, backgrounds and practices have the opportunity to be voiced, heard and respected.

The reflection of Mason’s commitment to diversity and inclusion goes beyond policies and procedures to focus on behavior at the individual, group and organizational level. The
implementation of this commitment to diversity and inclusion is found in all settings, including individual work units and groups, student organizations and groups, and classroom settings; it is also found with the delivery of services and activities, including, but not limited to, curriculum, teaching, events, advising, research, service, and community outreach.

Acknowledging that the attainment of diversity and inclusion are dynamic and continuous processes, and that the larger societal setting has an evolving socio-cultural understanding of diversity and inclusion, Mason seeks to continuously improve its environment. To this end, the University promotes continuous monitoring and self-assessment regarding diversity. The aim is to incorporate diversity and inclusion within the philosophies and actions of the individual, group and organization, and to make improvements as needed.

SCHOOL OF BUSINESS COMMUNITY STANDARDS
The mission of the School of Business at George Mason University is to create and deliver high quality educational programs and research. Students, faculty, staff, and alumni that participate in these educational programs contribute to the well-being of society. High quality educational programs require an environment of trust and mutual respect, free expression and inquiry, and a commitment to truth, excellence, and lifelong learning. Students, program participants, faculty, staff, and alumni accept these principles when they join the School of Business community. In doing so, they agree to abide by the following Community Standards of Behavior:

- Respect for the rights, differences, and dignity of others
- Honesty and integrity in dealing with all members of the community
- Accountability for personal behavior

Integrity is an essential ingredient of a successful learning community. Ethical standards of behavior help promote a safe and productive community environment, and ensure every member the opportunity to pursue excellence.

The School of Business can and should be a living model of these behavioral standards. To this end, community members have a personal responsibility to integrate these standards into every aspect of their experience at the School of Business.

Through our personal commitment to these Community Standards of Behavior, we can create an environment in which all can achieve their full potential.

OTHER USEFUL CAMPUS RESOURCES
Writing Center: A114 Robinson Hall; (703) 993-1200; http://writingcenter.gmu.edu
University Libraries: “Ask a Librarian” http://library.gmu.edu/ask
Student Support and Advocacy Center http://ssac.gmu.edu/
Counseling and Psychological Services (CAPS): (703) 993-2380; http://caps.gmu.edu
Learning Services http://learningservices.gmu.edu/
School of Business Academic Advising http://business.gmu.edu/undergraduate/academic-advising/
School of Business Career Services http://business.gmu.edu/undergraduate/career-services/
University Career Services: http://careers.gmu.edu
IT Services https://itservices.gmu.edu/help.cfm
University Policies: The University Catalog, http://catalog.gmu.edu, is the central resource for university policies affecting student, faculty, and staff conduct in university academic affairs. Other policies are available at http://universitypolicy.gmu.edu/.

All members of the university community are responsible for knowing and following established policies.
### Appendix 1: Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic(s)</th>
<th>Reference</th>
<th>Deliverable(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan 22</td>
<td>Introduction, Syllabus Review, Group Project Overview of Marketing</td>
<td>Chapter 01</td>
<td>Groups Due</td>
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<tr>
<td>2</td>
<td>Jan 29</td>
<td>Marketing Strategy Elements of a Marketing Plan</td>
<td>Chapter 02</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Feb 05</td>
<td>Analyze the External Environment Market Research</td>
<td>Chapter 05, 10</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Feb 12</td>
<td>Consumer Behavior</td>
<td>Chapter 06</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Feb 19</td>
<td>STP (Segmentation, Targeting, Positioning)</td>
<td>Chapter 09</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Feb 26</td>
<td>Product and Branding Decisions</td>
<td>Chapter 11</td>
<td>Group Project – Part I</td>
</tr>
<tr>
<td>7</td>
<td>Mar 05</td>
<td>Mid Term Exam</td>
<td></td>
<td>Mid-term in Class</td>
</tr>
<tr>
<td>8</td>
<td>Mar 12</td>
<td>No Class – Spring Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Mar 19</td>
<td>New Product Development</td>
<td>Chapter 12</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Mar 26</td>
<td>Pricing Strategy</td>
<td>Chapter 14, 15</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Apr 02</td>
<td>Channel and Distribution</td>
<td>Chapter 16, 17</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Apr 09</td>
<td>Marketing Communications</td>
<td>Chapter 18, 19</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Apr 16</td>
<td>B2B Marketing, Global Marketing</td>
<td>Chapter 07, 08</td>
<td></td>
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<tr>
<td>14</td>
<td>Apr 23</td>
<td>Flex Day</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Apr 30</td>
<td>Group Project - Presentations</td>
<td></td>
<td>Group Project – Part II</td>
</tr>
<tr>
<td>16</td>
<td>May 07</td>
<td>No Class – Reading Day</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>May 14</td>
<td>Final Exam 4:30-7.15 pm</td>
<td></td>
<td>Will be Confirmed</td>
</tr>
</tbody>
</table>

Please note that some of the dates may change, based on our schedule and how we are making progress through the semester. I will communicate any changes via Blackboard. The date for the Finals is set by the University and WILL NOT change.
Appendix 2: Research Participation Requirement (2.5% of grade)

As scholars and educators in the School of Business, the faculty strives to add value to the knowledge of future managers. We do this by teaching principles and practices that are based in fact and supported by evidence – thereby stressing the importance of evidence-based practice in our teaching. This ensures that when new claims come along, managers will be better able to evaluate their validity and potential usefulness. To this end, students must be familiar with the relevance of research to management practice. We believe this is accomplished through direct experience with academic business research. Students should be able to understand where research is used to inform practice, how research should be done, what research tells us about business issues, and why such systematic inquiry is useful above and beyond direct experience.

As a result, all students in Marketing and Management 303 courses must participate in one hour (one credit) of “research activities” for each course (this will make up 2.5% of the class grade). The specific requirement is for students to take part in two half-hour activities (0.5 credit each) for each 303 course. Credits must be earned for each 303 class (MGMT and MKTG) separately - they do not double count (so if you are in both Marketing and Management 303 courses you will need to participate in a total of four (4) half-hour activities in order to complete full course requirements). These activities include either participation in actual business research/experiments or attendance at alternative, research lectures.

Two Options for Research Credit:

Option 1: Experiments: Sign-up and participate in a half-hour experiment. Participation in a single experiment is worth 0.5 credits and 1.25% of your final grade. Information and sign-ups for the experiments will be posted on the School of Business Research Participation SONA website.

Important Notes: Although there will be sufficient slots available during the semester, there is no guarantee that they will be available at the very end of the semester. Therefore, if this is an option you would like to choose, do not delay in signing up for participation in an experiment as they become available. Students who fail to show up for a scheduled experiment may not be allowed back into the experiment at the discretion of the researcher. Additionally, students arriving late will not be allowed to participate in that session. If you have participated in a specific experiment in a previous semester, you may not be able to participate in that specific experiment again.

Option 2: Research Lectures: If you would prefer not to participate in experiments or there are no available experiments for you to participate in, you may also attend a half-hour lecture to earn 0.5 credits and 1.25% of your grade. These lectures will be held a number of times over the course of the semester on a variety of days and times and will focus on the importance or research in understanding and refining marketing and management practice. Information and sign-ups for the research lectures will be posted on the SONA website.

* Students need to complete any combination of two half-hour activities (0.5 credits each; lectures or experiments) for each 303 class for full course grade requirements. You will receive partial credit if you complete fewer*
What You Need To Do:

1. In order to sign up for experiments and lectures and get research credit in this course, you must register at the following website:

   https://gmubus.sona-systems.com

2. Click “Request an Account.” Once you click the link, you will be required to provide some basic information. You should receive an email notification immediately with your login information. The email notification will include login instructions for the system. You will be assigned a default password, which you will be allowed to change after your first login. YOU MUST INITIALLY USE YOUR GMU E-MAIL ACCOUNT TO SIGN UP.

3. The email will come from the administrator’s email address (gmubus-admin@sona-systems.net), so be sure to configure your junk mail filters to allow emails from that address.

4. When you receive the e-mail you need to Log In to the system in order to complete the registration process and be able to sign up for experiments and lectures as they are available.

5. You may track your progress at any time by choosing the My Schedule/Credits option from the top toolbar. When you view this page, at the top, you will see at the list of the number of credits you are expected to earn in addition to how many you have already earned thus far, and the number of unexcused no-shows you have earned if you have them. Remember, you need one credit (two .5 credit activities) for each class you are enrolled in.

   ** If you have registered for MKTG or MGMT 301/303 in a previous semester, you should use the same login information and do not need to re-register **

Semester Timeline

January 21st: Students will be able to register on the SONA site and sign up for experiments or lectures when posted.

February 5th --MANDATORY: ** All students must be registered on SONA by this date!**

May 1st: Last day to participate in experiments/lectures if available (Please note: There is no guarantee experiments will be available on this date).

May 6th: Last day of classes.

Please direct all questions, problems, or concerns about research credit to: somstudy@gmu.edu, and NOT to your professor or lab instructor. You can also check the SONA System - Student Information and FAQ document provided by your Instructor.
Appendix 3: Learning Goals

School of Business Undergraduate Program Learning Goals

Goal 1: Our students will demonstrate an understanding of the social, global, ethical, and legal contexts of business and will be able to reflect on the role of the individual in business.

Goal 2: Our students will demonstrate an understanding of and the ability to apply knowledge of professional skills necessary for success in business including effective business writing.

Goal 3: Our students will demonstrate technical and analytic skills appropriate for success in business.

Goal 4: Our students will demonstrate an understanding of and the ability to apply knowledge of core business disciplines including accounting, finance, information systems, management, marketing, and operations management.

Goal 5: Our students will demonstrate knowledge and skills appropriate for specialization in their majors.

Goal 6: Our students will demonstrate an understanding of how research in the business disciplines contributes to knowledge and how such research is conducted.

MKTG 303 Learning Goals

- Understand and apply basic marketing terminology and concepts
- Understand the environment in which organizations develop & market their products, including the competitive, socio/cultural, natural, political/legal, economic, and technological environments
- Understand the role of the customer in marketing planning, segmentation, targeting, and positioning strategy
- Understand the elements of the marketing mix, their integration into the marketing strategy, and creating a sustainable competitive advantage
- Understand the basics of marketing planning, including the ability to apply these concepts and develop a marketing plan
# Appendix 4: Honor Code Violations

## School of Business Recommendations for Honor Code Violations

*Approved May 2016*

### UG-Freshman Students

<table>
<thead>
<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plagiarism</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Failure to cite/attribute</td>
<td>A 10% reduction in the final course grade; referral to the Writing Center;</td>
<td>An F in the class; referral to the Writing Center; and Academic Integrity Seminar completion</td>
</tr>
<tr>
<td>sources</td>
<td>Academic Integrity Seminar completion</td>
<td></td>
</tr>
<tr>
<td>2. Representing someone else’s</td>
<td>An F in the class; referral to the Writing Center; and Academic Integrity</td>
<td>An F in the class; referral to the Writing Center; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
</tr>
<tr>
<td>work as the student’s own (e.g.,</td>
<td>Seminar completion</td>
<td></td>
</tr>
<tr>
<td>copying and pasting)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cheating</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. On a minor assignment</td>
<td>A 10% reduction in the final course grade; and Academic Integrity Seminar</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension</td>
</tr>
<tr>
<td>(e.g., homework, quizzes)</td>
<td>completion</td>
<td></td>
</tr>
<tr>
<td>2. Cheating on a major assignment</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
<td></td>
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<tr>
<td>or exam, submitting course work</td>
<td></td>
<td></td>
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<tr>
<td>from another course as original</td>
<td></td>
<td></td>
</tr>
<tr>
<td>work</td>
<td></td>
<td></td>
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<tr>
<td>Lying (e.g., providing fraudulent</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension</td>
</tr>
<tr>
<td>excuse documents, falsifying data)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Egregious Violation (e.g., stealing</td>
<td>An F in the Class; Academic Integrity Seminar completion; termination from</td>
<td>An F in the Class; Academic Integrity Seminar completion; termination from the School of Business; and expulsion</td>
</tr>
<tr>
<td>an exam; submitting coursework from another class as original work across multiple courses; lying to an employer about academic performance, false identification or posing as another, in person or online)</td>
<td>the School of Business; and at least one semester suspension</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** The Academic Integrity Seminar used by Office of Academic Integrity costs $100.
## School of Business Recommendations for Honor Code Violations

### Approved May 2016

#### UG-Non-Freshman Students (including transfer students)

<table>
<thead>
<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Plagiarism</strong></td>
<td>An F in the class; referral to Writing Center; and Academic Integrity Seminar completion</td>
<td>An F in the class; referral to the Writing Center; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
</tr>
<tr>
<td>1. Failure to cite/attribute sources</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Representing someone else’s work as the student’s own (e.g., copying and pasting)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cheating</strong></td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
<td>An F in the class, Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
</tr>
<tr>
<td>1. On a minor assignment (e.g., homework, quizzes)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Cheating on a major assignment or exam, submitting course work from another course as original work</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Lying</strong> (e.g., providing fraudulent excuse documents, falsifying data)</td>
<td>An F in the class; and Academic Integrity Seminar completion, and at least one semester suspension</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
</tr>
<tr>
<td><strong>Egregious Violation</strong> (e.g., stealing an exam; submitting coursework from another class as original work across multiple courses; lying to an employer about academic performance, false identification or posing as another, in person or online)</td>
<td>An F in the class, Academic Integrity Seminar completion; termination from the School of Business; and at least one-year suspension</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and expulsion</td>
</tr>
</tbody>
</table>

Note: The Academic Integrity Seminar used by Office of Academic Integrity costs $100.