

Strategic Marketing

MASY1-GC 1230-201 | Fall 2022 | 9/07/2022 - 12/14/2022 | Wednesdays | 3 Credits

Modality: Online Synchronous

Course Site URL: <https://brightspace.nyu.edu/d2l/home/195990>

General Course Information

Name/Title: Myron Gould, Adjunct Assistant Professor

NYU Email: mg38@nyu.edu

Class Meeting Schedule: 9/07/2022 - 12/14/2022 | Wednesdays / 8:00 am - 10:35 am ET

Class Location: Online

Office Hours: Before or after class, or any other time of mutual convenience. Contact me via email to make an appointment.

Description

This course provides a thorough understanding of the strategic marketing process, from analyzing customer needs, to developing products and services, integrated communications, taking them to market, order fulfillment, and successfully managing customer relationships. Topics include the marketing mix and the holistic marketing concept, marketing research and forecasting, environmental analysis, market segmentation, customer relationship management, brand equity, managing marketing programs, integrated marketing communications, online marketing, and return on marketing investments. In this course, students explore and analyze marketing strategies that are integrated across the organization and its customer touch points, the communications mix across distribution channels, and the customer lifecycle. They also learn how to optimize the core processes of the value chain, analyze the competitive environment, develop, and execute an integrated marketing communications mix, and formulate and implement marketing strategies for acquiring and retaining customers.

Prerequisites

N/A

Learning Outcomes

At the conclusion of this course, students will be able to:

- Propose marketing alternatives applying emerging and traditional marketing approaches
- Differentiate between a customer-centric vs. a product-centric structure.
- Evaluate optimal target markets to maximize customer relationships
- Manage a product through its life cycle of product development and global marketing
- Construct marketing plans and projects and evaluate results using appropriate marketing and communications B2C, B2B, and not-for-profit approaches

Communication Methods

Be sure to turn on your [NYU Brightspace notifications](#) and frequently check the “Announcements” section of the course site. This will be the primary method I use to communicate information critical to your success in the course. To contact me, send me an email. I will respond within 24 hours. PLEASE INCLUDE THE FOLLOWING IN THE SUBJECT OF EMAIL YOU SEND TO ME: **“Strategic Marketing - 201”**

Students must use their NYU email to communicate. Brightspace course mail supports student privacy and FERPA guidelines. The instructor will use the NYU email address to communicate with students. All email inquiries will be answered within 24 hours.

Students have the opportunity to add their pronouns, as well as the pronunciation of their names, into Albert. Students can have this information displayed to faculty in Albert, Brightspace, and other NYU systems. Students can also opt out of having their pronouns viewed by their instructors.

<https://www.nyu.edu/students/student-information-and-resources/registration-records-and-graduation/forms-policies-procedures/change-of-student-information/pronouns-and-name-pronunciation.html>

Structure | Method | Modality

This course is Online (Sy) and will meet once a week on Wednesday. We will use the Brightspace learning management system. Zoom is the online instruction platform used at NYU. All students should attend the course on time on the days we meet each week. You are expected to check email and/or NYU-Classes daily for announcements concerning assignments, exam dates, class changes or cancellations, and other important information. Sessions will be comprised of lectures by the Professor, robust, interactive class discussions and working with the “Mimic” Marketing Simulation. Subject matter lectures, the “Mimic” Marketing Simulation, PowerPoint presentations, video cases and course pack materials will be used to illustrate principles and stimulate thinking. All course assignments are listed in the syllabus. There is one group project in this course. Explicit details will be provided. Students will gain insight and understanding about how to plan marketing campaigns and will test their learning by interacting with the Mimic Marketing Simulation throughout the course. Frequent quizzes will help students and the Professor assess progress.

Expectations

Learning Environment

You play an important role in creating and sustaining an intellectually rigorous and inclusive classroom culture. Respectful engagement, diverse thinking, and our lived experiences are central to this course and enrich our learning community.

Participation

Participation means engaging productively to the discussion versus simply speaking in class or offering a random comment in the online forum; it also means actively listening and building on the questions and discussion points of your classmates. As graduate students, you are expected to conduct yourselves in a professional manner and engage and collaborate with your classmates.

1. Class participation will be used in determining a student’s final grade. Students are expected to participate in Discussion Forums throughout each week.
2. Class participation is a vital part of the learning process for this class. Students are expected to be prepared to discuss the planned-for material as well as to participate in class activities and group activities “outside” of class as described in and inferred by this document. Students must be prepared to present their required presentations on-time – there can be NO EXCEPTIONS to this requirement. Our schedule is too tight to allow for leeway
3. Grade may be impacted for each full or partial class session missed.

Assignments and Deadlines

See matrix at the bottom of this syllabus

Course Technology Use

We will utilize multiple technologies to achieve the course goals. I expect you to use technology in ways that enhance the learning environment for all students. All class sessions require use of Zoom. All class sessions require use of technology (e.g., laptop, computer lab) for learning purposes.

IT Service Desk

(212)-998-3333

24 hours a day, 7 days a week

Email: AskIT@nyu.edu

Zoom Support

- [NYU Zoom Guide for Students](#)
- Make sure you are using [NYU Zoom](#) to log-in for class
- Check the [NYU Zoom site](#) often for updates. (To update Zoom, you can also open from your desktop and click menu, then "Check for Updates.")

Brightspace Support

- Log-in to the [Brightspace](#) platform or visit the [Student Training](#) website.
- Video on how to [Navigate the Bright Space Learning Environment](#)

Feedback and Viewing Grades

I will provide meaningful feedback on all your papers via our course site in NYU Brightspace. You will receive immediate assessment of your online work on the Stukent website.

Attendance

Students are expected to attend all class sessions. Excused absences are granted in cases of documented serious illness, family emergency, religious observance, or civic obligation. In the case of religious observance or civic obligation, this should be reported no later than the first week of class. Recruiting activities, job interviews and incompatible travel plans, for example, are considered unexcused absences even if notification is given in advance.

Unexcused absences from sessions can have a negative impact on your final grade since you will miss important direction and instruction about how to complete the then current section of your marketing plan. Students are responsible for assignments given during any absence.

Students are expected to keep cameras on and remain visible throughout each class. Mute microphones unless speaking.

Each unexcused absence may result in a student's grade being lowered by a fraction of a grade (+/-) for example, from a B to a B-. A student who has three unexcused absences may earn a Fail grade.

University Calendar Policy on Religious Holidays: <https://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/university-calendar-policy-on-religious-holidays.html>

The course format requires students to attend class consistently, be prepared to participate in the presentation process, and participate in evaluating peers. Missing more than three class sessions can, at the discretion of the Professor, be cause for the student to have to drop the course or receive a grade of "F."

Students will receive credit for attendance only when they arrive to class on time and stay to the end of the class period. Students may enter class late or leave class early only if given permission by the instructor and if it can be done without disrupting the class.

Class standing for students who miss more than one class session will be subject to review. Entering a class "late" constitutes ½ of a class session missed.

Students who join the course during add/drop are responsible for ensuring that they identify what assignments and preparatory work they have missed and complete and submit those per the syllabus. Refer to the [SPS Policies and Procedures page](#) for additional information about attendance.

Textbooks and Course Materials

Gould Course Pack – found on Google drive

Digital Text – “Marketing Management Today” which can be accessed at <http://home.stukent.com>.

Mimic Simulation - which can be accessed at <http://home.stukent.com>.

Grading | Assessment

Your grade in this course is based on your performance on multiple activities and assignments. Since all graded assignments are related directly to course objectives and learning outcomes, failure to complete any assignment will result in an unsatisfactory course grade. All written assignments are to be completed using APA format and must be typed and double-spaced. Grammar, punctuation, and spelling will be considered in grading. Please carefully proof-read your written assignments before submitting them for a grade.

You will automatically be graded online for textbook quizzes and all assignments you are to complete for the Mimic Simulation. **YOU WILL NOT BE ABLE TO REDO ANY OF THE ONLINE QUIZZES AND ASSIGNMENTS SO CAREFULLY REVIEW YOUR WORK PRIOR TO SUBMISSION.**

IMPORTANT: It serves no purpose to complete online assignments in advance of their due date. History has shown that students who prepare the work prior to the stated due date often earn a lower grade because they did not have the advantage of correlating their assignments with the class activities designed to supplement student knowledge.

I have provided a Grading Guide for each paper you will prepare for this course. Your grade for each paper you will prepare will reflect how well your work conforms to the expectations set forth in the Grading Guide for the paper. I will attach a completed Grading Guide to the beginning of each paper you submit, showing the grade you earned. The paper will then be uploaded to your personal assignments folder on Brightspace. It is possible to receive a paper where I did not include the grading guide. Instead, you will find written comments and the grade you earned at the beginning of the paper. I will make every effort to return papers within one week after you submit them. There are times when I cannot meet this schedule. In such cases, I will return the papers as soon as I can finish grading them.

You will earn an individual grade for the work you do on the Group Assignment. Each member of a group could potentially earn a different grade. Grading for a Group Assignment reflects the work you personally did to help the group effort.

DESCRIPTION	PERCENTAGE
Individual: Class Participation	14%
Marketing Management Today – 11 Chapter Quizzes	22%
Mimic Simulation – 8 Modules	40%
You must submit Peer Evaluations to have your Final Paper graded	
Group Project Presentation described above	24%
Total	100%

See the [“Grades” section of Academic Policies](#) for the complete grading policy, including the letter grade conversion, and the criteria for a grade of incomplete, taking a course on a pass/fail basis, and withdrawing from a course.

NYU SPS Graduate Grading Scale

A	95-100	4.000	Exceptional: Demonstrates exceptional mastery of all learning outcomes of the course and thorough and complete understanding of all concepts.
A-	90-94	3.667	Excellent: Demonstrates highly competent mastery of all learning outcomes of the course and strong understanding of all concepts.
B+	87-89	3.333	Very Good; exceeds course standards: Demonstrates mastery of all learning outcomes of the course and understanding of core concepts.
B	83-86	3.000	Good; meets course standards: Demonstrates mastery of some learning outcomes; understanding of some core concepts could be improved.
B-	80-82	2.667	Somewhat Satisfactory; meets some course standards and requires improvement: Demonstrates basic understanding of some learning outcomes; improved understanding of all core concepts is needed.
C+	77-79	2.333	Less than Satisfactory; requires significant improvement: Demonstrates partial understanding of all learning outcomes and core concepts; requires significant improvement.
C	73-76	2.000	Unsatisfactory; requires substantial improvement: Demonstrates partial understanding of some learning outcomes and core concepts; requires substantial improvement.
C-	70-72	1.667	Unsatisfactory; requires extensive improvement: Demonstrates poor understanding of all

			learning outcomes and core concepts; requires extensive improvement.
F	Below 70		Fail: Demonstrates minimal to no understanding of all key learning outcomes and core concepts; work is unworthy of course credit towards the degree.

[From NYU SPS Policies and Procedures](#)

Course Outline

Start/End Dates: 9/07/2022 - 12/14/2022 | Wednesdays

Time: 8:00 am - 10:35 am ET

No Class Date(s): No class date: Wednesday, 11/23/22, Fall Break

Special Notes: N/A

SESSION 1

Session Topics:

Introduction to Course and Course Materials.

Lecture: PowerPoint - Mission, PowerPoint - Industry Analysis

Session Preparation:

Read materials in Mission Statement and Industry Analysis folders on the Google drive. Read Chapter 1 in the text

Session Tasks:

Complete Chapter 1 Quiz in text.

SESSION 2

Session Topics:

Introduce Group Project.

Lecture: Competitor Analysis and Key

Success Factors Matrix

Session Preparation:

Read materials in Competitor Analysis and Key Success Factors Matrix folders on the Google Drive.

Session Tasks:

Activate your StuKent Account.

SESSION 3

Session Topics:

Lecture: Challenges and SWOT Analysis

Session Preparation:

Read materials in the Challenges and SWOT Analysis Folders on the Google drive.

Session Tasks:

Watch the Introduction Video in Chapter 1. Complete all Chapter tasks.

SESSION 4

Session Topics:

Lecture: Position Statement and Market Segmentation

Session Preparation:

Read Materials in Position Statement and Market Segmentation folders on the Google drive.
Read Chapter 2 and Chapter 3 in the Text.

Group Project Phase 1: Research Survey Introduction, Conduct Research

Session Tasks:

View "Branding Introduction Video" in Chapter 2.

Complete Chapter 2 Quiz in text.

View the Expert Session video "Developing Brand Voice" in Chapter 2

View the Expert Session video "How to grow your brand with Influencer Marketing" in Chapter 3.

Complete Chapter 3 Quiz in text.

SESSION 5

Session Topics:

Lecture: Marketing to Business Customers

Group Project Phase 1: Conduct research

Read Chapter 4 in the Text.

Session Tasks:

View "Customers Introduction Video" in Chapter 4.

View the Expert Session video "Advancing Your Buyer's Journey through Video" in Chapter 4.

Complete Chapter 4 Quiz in text.

SESSION 6

Session Topics:

Lecture Part 1: Product

Group Project Phase 1: Conduct research

Group Project Phase 3:

Submit Business Category

Session Tasks:

No tasks assigned.

Simulation Module: Complete Mimic Round 1

SESSION 7

Lecture Part 1: Channel Systems

Lecture Part 2: Logistics and Customer Service

Group Project Phase 1: Complete Research, upload results

Session Preparation:

Read Chapter 5 in the text.

Session Tasks:

View video "Customers Company Example Video" in Chapter 5.

View the Expert Session video "How to Generate 1000s of Leads Using Social Media" in Chapter 5.

Complete Chapter 5 Quiz in text.

Simulation Module: Complete Mimic Round 2

SESSION 8

Session Topics:

Read/Review materials in the **Promotion PowerPoints** folder on the Google drive.

Session Preparation:

Read Chapter 6 in the text.

Review the PowerPoint in the Product folder on the Google drive.

Session Tasks

View video "Products Introduction Video" in Chapter 6

View the Expert Session video "World of Retail: Marketing and Distribution" in Chapter 6.

Complete Chapter 6 Quiz in text.

View video "How Companies Develop Products" in Chapter 7.

Simulation Module: Complete Mimic Round 3

SESSION 9**Session Topics:**

Lecture: Promotion Tools

Group Project Phase 1: Receive Research Raw Data

Group Project Phase 2: Begin Analysis and Presentation Materials

Session Preparation:

Read/Review materials in the **Promotion PowerPoints** folder on the Google drive.

Read Chapter 7 in the text.

Session Tasks:

View the video "Keyword Research 101 - Part 1 in Chapter 7.

View the video "Keyword Research 101 - Part 2 in Chapter 7.

Complete Chapter 7 Quiz in text.

Simulation Module: Complete Mimic Round 4

SESSION 10**Session Topics:**

Lecture: Promotion Tools

Group Project Phase 2: Complete Analysis and Presentation Materials

Group Project Phase 3:

Prepare Marketing Plan **Session Preparation:**

Read Chapter 8 in the text.

Read the four articles in the **Promotion Articles and Notes** folder on the Google drive.

Session Tasks:

View the video "Communications Introduction Video" in Chapter 8.

View the Expert Session video "Why Digital Marketing Analytics?" in Chapter 8.

Complete Chapter 8 Quiz in text.

Simulation Module: Complete Mimic Round 5

SESSION 11**Session Topics:**

Lecture: Promotion Tools - SRDS, Promotion Plan Spreadsheet, Developing a Testing Plan

Group Project Phase 3: Prepare Marketing Plan

Session Preparation:

Read Chapter 9 in the text.

Session Tasks:

View the video "Communications Company Example Video" in Chapter 9.

View the Expert Session video "6-Step Framework to a Profitable SEO-Optimized Content Strategy" in Chapter 9.

Complete Chapter 9 Quiz in text.

Simulation Module: Complete Mimic Round 6

SESSION 12

Session Topics:

Group Project Phase 2:

Research Survey Data Analysis Presentations

Group Project Phase 3: Prepare Marketing Plan

Session Preparation:

Read Chapter 10 in the text.

Session Tasks:

View the video "Technology Introduction Video" in Chapter 10.

View the video "How to Leverage Data to Optimize Marketing Automation" in Chapter 10.

Complete Chapter 10 Quiz in text.

Simulation Module: Complete Mimic Round 7

SESSION 13

Session Topics:

Group Project Phase 2:

Research Survey Data Analysis Presentations

Group Project Phase 3: Prepare Marketing Plan

Session Preparation:

Read Chapter 11 in the text.

Session Tasks:

View the "Technology Company Example Video" in Chapter 11.

View the Expert Session video "Introduction to Web Analytics" in Chapter 11.

Complete Chapter 11 Quiz in text.

Simulation Module: Complete Mimic Round 8

SESSION 14

Session Topics:

Group Project Phase 3: Present Marketing Plan

Final Group Project Due by 12:00 Midnight, 12/07/22. includes Word document, Excel Workbook PowerPoint Presentation– Posted to the File Drop Box on the Brightspace Web site and sent to Professor via email. Peer Reviews must be sent to Professor individually by each student via email.

	Session Topics	Session Preparation	Session Tasks	Simulation Modules
Session 1 09/07/22 Foundation	Introduction to Course and Course Materials. Lecture: Mission Statement, Industry Analysis	Read/Review materials in corresponding folders on the Google drive. Read Chapter 1 in the text	Complete Chapter 1 Quiz in text. Activate your StuKent account.	
Session 2 09/14/22 Foundation	Lecture: Competitor Analysis and Key Success Factors Matrix	Read/Review materials in corresponding folders on the Google drive.		

Session 3 09/21/22 Situation Analysis	Lecture: Challenges and SWOT Analysis Group Project: Assign Groups	Read/Review materials in corresponding folders on the Google drive.		
Session 4 09/28/22 Situation Analysis	Lecture: Position Statement, Market Segmentation Group Project Phase 1: Research Survey Introduction, Conduct Research	Read/Review materials in corresponding folders on the Google drive. Read Chapter 2 and Chapter 3 in the Text.	View "Branding Introduction Video" in Chapter 2. Complete Chapter 2 Quiz in text. View the Expert Session video "Developing Brand Voice" in Chapter 2 View the Expert Session video "How to grow your brand with Influencer Marketing" in Chapter 3. Complete Chapter 3 Quiz in text.	

	Session Topics	Session Preparation	Session Tasks	Simulation Modules
Session 5 10/05/22 Product and Place	Lecture: Marketing to Business Customers Group Project Phase 1: Conduct research	Read/Review materials in corresponding folders on the Google drive. Read the articles in the Promotion Articles and Notes folder. Read Chapter 4 in the Text.	View "Customers Introduction Video" in Chapter 4. View the Expert Session video "Advancing Your Buyer's Journey through Video" in Chapter 4. Complete Chapter 4 Quiz in text.	
Session 6 10/12/22 Product and Place	Lecture Part 1: Product Group Project Phase 1: Conduct research Group Project Phase 3: Submit Business Category	Read/Review materials in corresponding folders on the Google drive.		Complete Mimic Round 1



Session 7 10/19/22 Promotion	Lecture Part 1: Channel Systems Lecture Part 2: Logistics and Customer Service Group Project Phase 1: Complete Research, upload results	Read Chapter 5 in the text.	View video "Customers Company Example Video" in Chapter 5. View the Expert Session video "How to Generate 1000s of Leads Using Social Media" in Chapter 5. Complete Chapter 5 Quiz in text.	Complete Mimic Round 2
Session 8 10/26/22 Promotion	Lecture Part 1: Promotion Basics	Read/Review materials in the Promotion PowerPoints folder on the Google drive. Read Chapter 6 in the text.	View video "Products Introduction Video" in Chapter 6 View the Expert Session video "World of Retail: Marketing and Distribution" in Chapter 6. Complete Chapter 6 Quiz in text. View video "How Companies Develop Products" in Chapter 7.	Complete Mimic Round 3
Session 9 11/02/22 Promotion	Lecture: Promotion Tools Group Project Phase 1: Receive Research Raw Data Group Project Phase 2: Begin Analysis and Presentation Materials	Read/Review materials in the Promotion PowerPoints folder on the Google drive. Read Chapter 7 in the text.	View the video "Keyword Research 101 - Part 1 in Chapter 7. View the video "Keyword Research 101 - Part 2 in Chapter 7. Complete Chapter 7 Quiz in text.	Complete Mimic Round 4
Session 10 11/09/22 Promotion	Lecture: Promotion Tools Group Project Phase 2: Complete Analysis and Presentation Materials Group Project Phase 3: Prepare Marketing Plan	Read the four articles in the Promotion Articles and Notes folder on the Google drive. Read Chapter 8 in the text.	View the video "Communications Introduction Video" in Chapter 8. View the Expert Session video "Why Digital Marketing Analytics?" in Chapter 8. Complete Chapter 8 Quiz in text.	Complete Mimic Round 5

Session 11 11/16/22 Final Paper	Lecture: Promotion Tools - SRDS, Promotion Plan Spreadsheet, Developing a Testing Plan Group Project Phase 3: Prepare Marketing Plan	Read Chapter 9 in the text.	View the video "Communications Company Example Video" in Chapter 9. View the Expert Session video "6-Step Framework to a Profitable SEO-Optimized Content Strategy" in Chapter 9. Complete Chapter 9 Quiz in text.	Complete Mimic Round 6
Session 12 11/23/22 Final Paper	Group Project Phase 2: Research Survey Data Analysis Presentations Group Project Phase 3: Prepare Marketing Plan	Read Chapter 10 in the text.	View the video "Technology Introduction Video" in Chapter 10. View the video "How to Leverage Data to Optimize Marketing Automation" in Chapter 10. Complete Chapter 10 Quiz in text.	Complete Mimic Round 7

	Session Topics	Session Preparation	Session Tasks	Simulation Modules
Session 13 11/30/22 Final Paper	Lecture: Marketing Metrics PowerPoint, Lifetime Value Calculator - We will use the "working model" in the Folder Group Project Phase 3: Complete Marketing Plan	Read Chapter 11 in the text.	View the "Technology Company Example Video" in Chapter 11. View the Expert Session video "Introduction to Web Analytics" in Chapter 11. Complete Chapter 11 Quiz in text.	Complete Mimic Round 8
Session 14 12/07/22	Group Project Phase 3: Present Marketing Plan			

NOTES:

The syllabus may be modified to better meet the needs of students and to achieve the learning outcomes.

The School of Professional Studies (SPS) and its faculty celebrate and are committed to inclusion, diversity, belonging, equity, and accessibility (IDBEA), and seek to embody the IDBEA values. The School of Professional Studies (SPS), its faculty, staff, and students are committed to creating a mutually respectful and safe environment (*from the [SPS IDBEA Committee](#)*).

New York University School of Professional Studies Policies

1. Policies - You are responsible for reading, understanding, and complying with [University Policies and Guidelines](#), [NYU SPS Policies and Procedures](#), and [Student Affairs and Reporting](#).

2. Learning/Academic Accommodations - New York University is committed to providing equal educational opportunity and participation for students who disclose their dis/ability to the [Moses Center for Student Accessibility](#). If you are interested in applying for academic accommodations, contact the [Moses Center](#) as early as possible in the semester. If you already receive accommodations through the Moses Center, request your accommodation letters through the Moses Center Portal as soon as possible (mosescsa@nyu.edu | 212-998-4980).

3. Health and Wellness - To access the University's extensive health and mental health resources, contact the [NYU Wellness Exchange](#). You can call its private hotline (212-443-9999), available 24 hours a day, seven days a week, to reach out to a professional who can help to address day-to-day challenges as well as other health-related concerns.

4. Student Support Resources - There are a range of resources at SPS and NYU to support your learning and professional growth. For a complete list of resources and services available to SPS students, visit the [NYU SPS Office of Student Affairs site](#).

5. Religious Observance - As a nonsectarian, inclusive institution, NYU policy permits members of any religious group to absent themselves from classes without penalty when required for compliance with their religious obligations. Refer to the [University Calendar Policy on Religious Holidays](#) for the complete policy.

6. Academic Integrity and Plagiarism - You are expected to be honest and ethical in all academic work. Moreover, you are expected to demonstrate how what you have learned incorporates an understanding of the research and expertise of scholars and other appropriate experts; and thus, recognizing others' published work or teachings—whether that of authors, lecturers, or one's peers—is a required practice in all academic projects.

Plagiarism involves borrowing or using information from other sources without proper and full credit. You are subject to disciplinary actions for the following offenses which include but are not limited to cheating, plagiarism, forgery or unauthorized use of documents, and false form of identification

[Turnitin](#), an originality detection service in NYU Brightspace, may be used in this course to check your work for plagiarism.

Read more about academic integrity policies at the NYU School of Professional Studies on the [Academic Policies for NYU SPS Students](#) page.

7. Use of Third-Party Tools - During this class, you may be required to use non-NYU apps/platforms/software as a part of course studies, and thus, will be required to agree to the "Terms of Use" (TOU) associated with such apps/platforms/software.

These services may require you to create an account, but you can use a pseudonym (which may not identify you to the public community, but which may still identify you by IP address to the company and companies with whom it shares data).

You should carefully read those terms of use regarding the impact on your privacy rights and intellectual property rights. If you have any questions regarding those terms of use or the impact on the class, you are encouraged to ask the instructor prior to the add/drop deadline.