

33:630:301:01 Introduction to Marketing

Myles D. Garvey

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E-mail: myles.garvey@rutgers.edu

Office Hours: By Appointment Only

Office: Virtual

Phone: None

Class Hours: Dec 21st 1:00pm-4:05pm

1/2 - 1/18, M-F, 1:00pm - 4:05pm

Class Room: Scott Hall Rm 114

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1 Required Materials

(Required) Textbooks:

Kerin, Roger and Hartley, Steven W. Marketing. 13th Edition. ISBN-13:9781259573545 ISBN-10: 1259573540 (Available here: <https://www.vitalsource.com/referral?term=9781259738067>)

2 Course Description

Overview of marketing: the process of creating goods and services in response to consumer wants and needs. Study of the marketing function in organizations. Analysis of the marketing functions of price, promotion, place, and product.

3 Course Format

This class will consist of one weekly lecture on Monday. Each class will be 3 hours and 5 Minutes. The meetings will consist of lecture, discussion, demonstration of concepts using statistical soft-

ware, and possibly in-class videos where appropriate. I usually expect you to read the assigned chapters **before class**.

4 General Course Policies

1. Please adhere to professional behavior in class. Refrain from chatting, reading the newspaper, answering phones, wearing headsets etc. Such behavior is disruptive and discourteous and WILL result in you being asked to leave for the remaining time of the class. I cannot be more clear on this. If this is a continued pattern, this will result in you receiving an F for the course. Please note that if you are carrying private conversations with other students, this also classifies as a disruption. Do not be surprised if I call you out on it. It is nothing personal, however, private conversations will result in a warning and a second violation will result in you being asked to kindly leave the classroom.
2. Important announcements will be made in class, on Blackboard, and on our Facebook Group. So please make sure you are attending class and checking the Facebook page/Blackboard! **I ask everyone to check their email/Facebook/Blackboard a MINIMUM of 30 minutes before class in the event of a last minute cancellation.**
3. **Final course grades are final.** Let me repeat this. Final course grades are final! Changes will only be made if there is a mistake in the calculation of the final grade, but legitimate evidence suggesting the contrary must be presented to the professor. "Legitimate" constitutes the use of the professor's calculation in grade mismatching with the grade received. See below for more detail. It does NOT include a mistake made on a particular assignment or exam or project. Please keep in mind that grades are NOT rounded. So if you receive an 89.99, this constitutes a B+, not an A. Do NOT request me to change a grade due to the closeness of a letter grade. I'm informing you right now, this will not happen! Same for other grading boundaries.
4. Accommodating students with special learning needs: In accordance with the university policy, students with documented sensory and/or other learning disabilities should inform the professor, so that their special needs may be accommodated. Please let me know IMMEDIATELY following the first lecture.
5. As you may know, **it is against university policy to cheat.** It is a very serious violation of academic integrity. I am here to help you, but I cannot do so if you are not putting effort into your work. Please note that if cheating of any kind is observed in/out of the class, you will be reported to a higher authority in accordance with university policy on academic dishonesty (Please see <https://academicintegrity.rutgers.edu/academic-integrity-at-rutgers/>). Cheating includes working in groups on individual projects/assignments, copying off other exams, breaking outlined policies for exams or projects, etc. My policy is a **zero-tolerance policy**. This means, even on the first offense, you will be immediately reported to the university.
6. Extra credit opportunity is offered. However, the opportunity discussed below **IS THE ONLY OPPORTUNITY**. There is no additional or alternative opportunity for extra credit

work. Please keep this in mind. No, I will not give extra credit out just because you are falling behind. You have all the opportunity to gain a few extra points as laid out below.

7. All course material is posted on Blackboard. Our videos are posted on YouTube. Extra-credit and supplemental material can be found on the Facebook Group Page.
8. **It is YOUR responsibility, not mine, to keep track of your grades.** With that said, ensure that you use the formula indicated below to get an idea of your standing in my course. The "Total Score" grades on Blackboard **do not** properly reflect your grades. In order to determine your grade in the course, you must use the equation indicated below in this syllabus. **Failure to keep track of your own grade is not an excuse for additional points, extra credit or additional revision on assignments outside the grace period for review for said assignments.** It also is not a valid reason to contest a final course grade. If you receive a grade of F at the end of the semester, please keep in mind that this is not reason for me to change a final grade due to your lack of supervision of your own grade. If you need me to clarify or project what your final grade will be, or give you a comment on your progress in the course, I will be happy to do so, but YOU MUST first initiate that type of discussion with me.
9. If you are having difficulty due to a death in the family, financial problems, or other personal issues, **REACH OUT TO ME IMMEDIATELY.** Keep in mind that while I am very VERY flexible in helping you get by in this course due to unforeseen circumstances, I must have ample warning. Waiting until the last day of class will not be a reasonable excuse for extensions for assignments.
10. **It is ABSOLUTELY IMPERATIVE that you sign, and date, the syllabus agreement form below.** This document must be submitted via Blackboard within a link that will be open. I will direct you in class as to where you can find this link. Failure to sign and date the syllabus agreement form WILL result in a holding of your grade. Failure to do so before the last day of class WILL result in an immediate F (even IF you have submitted work). Hence, it is absolutely imperative that you make it a priority to sign this document and to subsequently upload it in the link provided.
11. ALL submissions of anything in this course is digital. **Furthermore, ALL documents MUST be of PDF file format upon submission.** DOC, TXT, DOCX, etc will NOT be accepted as a valid submission. I have a hard absolute policy with this. So please, remember, don't let your hard work result in a 0 all due to you not submitting a PDF. We live in the 21st century, and ALL modern operating systems have the easy ability to convert any of the aforementioned types into a PDF formate. HENCE, please make sure that submissions are indeed in PDF format. Last, and most importantly, hard-submission (paper-format) WILL NOT be accepted as a valid form of submission.

5 Evaluation

Daily In-Class Quizzes (10 Total)	4% each
Attendance	10%
Midterm Exam	25%
Final Exam	25%

Your grade is calculated according to the following formula:

$$\begin{aligned}
 \text{Final Grade} = & (0.04) \cdot (\text{Quiz}_1 + \text{Quiz}_2 + \text{Quiz}_3 + \text{Quiz}_4 + \text{Quiz}_5 + \text{Quiz}_6 + \text{Quiz}_7 \\
 & + \text{Quiz}_8 + \text{Quiz}_9 + \text{Quiz}_{10}) \\
 & + (0.10) \cdot \left(\frac{\min\{\text{Number Of Days Attended}, 13\}}{13} \right) \\
 & + (0.25) \cdot (\text{Midterm Exam}) \\
 & + (0.25) \cdot (\text{Final Exam}) \\
 & + \text{Extra Credit}
 \end{aligned}$$

Once your number grade is calculated, you can use the table below to determine your final letter grade in the course. I use a mathematical interval notation. So if your grade x is in the interval $[a, b)$ this is the same as saying $a \leq x < b$

Numerical Grade	Letter Grade
[94, 100]	A
[90, 94)	A-
[87, 90)	B+
[83, 87)	B
[80, 83)	B-
[77, 80)	C+
[70, 77)	C
[68, 70)	C-
[65, 68)	D
[0, 65)	F

6 Blackboard

All submissions for quizzes, assignments, and exams are conducted through blackboard. Make SURE you have access to this! Everything will equally be posted on blackboard. Another side-note, please DO NOT EMAIL ME via blackboard. **If you need to email me, please do so DIRECTLY from your RUTGERS email account** with the subject line "Intro to Marketing". Failure to do this will result in a lack of response from myself.

7 Attendance and General Participation

All students are EXPECTED to be present during our weekly classes and must participate.

BE ADVISED. I DO NOT RECOMMEND SKIPPING CLASS! If you skip a class, for what ever reason, you, and only you, are required to catch up on the material you missed out on. Attendance is taken at RANDOM TIMES within each meeting. If you are not taking one of your “free days”, then ensure you show up ON TIME. Otherwise you could risk not being counted. And no, I will not mark you down.

If you miss more than the allotted 1 class, then you must provide written documentation to get full credit for additional missed day of which explains as to why you missed class. These are only for medical reasons. Sitting in traffic **does not count**. **If it is a common pattern that you are missing class, then you will be risking an automatic 20 point reduction on your final grade.** So please, make sure you attend class!

Also, please be active. I try to make this course as discussion based wherever possible. If I ask a question, please be diligent to respond. If I notice only a few students answering and others that are not, I will start randomly calling on you to answer or provide input. To avoid embarrassment or humiliation of being called off-guard, please, be diligent in contributing to any questions of discussions we may have.

If our in-class meetings take too long to cover the required material, I will post a follow up video on YouTube to cover the material we did not have time to cover. Please make sure to watch it and take notes on it in this instance. The following in-class session will only cover the material indicated on the syllabus, and **will not be a continuation of our previous discussion**.

8 Blackboard Assignments and Quizzes

8.1 Weekly Quizzes

You will be assigned 10 blackboard quizzes, each worth 5% of your final grade. Each quiz has 10 questions and all are multiple choice. **Quizzes must be taken in class, and will not be counted if you take it out of class.** You are given ONLY one chance to submit, and they are timed for a total of 15 minutes. Once your quiz is submitted, you cannot resubmit, so please be sure that you marked your intended answer. In addition, I will not be held responsible for you not submitting. If a grade does not show up on my end, that means you did not submit. If you see a blue circle, it means you are still working on the quiz and it has not been submitted, so **BE SURE IT IS SUBMITTED AND NOT ONLY SAVED!**

Multiple choice questions are graded automatically. Partial credit is NOT given. You either have answered the question incorrectly or correctly, there is no in between. While it is multiple choice, you still must go through the work (after all, how else can you get the correct answer?). By randomly guessing, you’re only doing yourself more harm than good.

Quizzes are posted on Blackboard exactly at 1:00pm at the start of our class. Ensure to arrive early so that you do not miss this. At exactly 1:20, the quiz will end. Ensure you bring a laptop so that you can properly answer questions in class. Failure to do so will result in a 0 on the quiz. If you do not have a laptop, let me know and we will try to work out an alternative solution. Solutions for quizzes are covered from 1:20pm - 1:30pm.

9 Exams

There will be two exams: the midterm and the final. Make-up exams are not encouraged, however if it is absolutely necessary to miss an exam, notification must be given, **BEFORE** the exam, in a written form (via the email address specified above) at a **MINIMUM** of one week prior to the exam. Failure to inform me anytime before the one week and missing the exam will result in an immediate 0.

The **ONLY** exception is if it is some form of medical emergency and the proper documentation must be presented. **THIS DOES NOT INCLUDE BEING LATE DUE TO TRAFFIC!** Otherwise a make up exam will not be allowed. Any makeup must be completed before the exams are returned to the class, which generally will one week following the exam. Suggestions for studying for the exam: Attend the class, listen to in-class discussions, read the book chapters, and **DO PROBLEMS ON YOUR OWN!**

Exams are entirely conducted ON BLACKBOARD. This means that you must ensure you have a working laptop, tablet or smart-phone to be able to download the questions and submit the answers. If for some reason you do not have access to any of these please let me know in advance. **ALL EXAMS ARE TAKEN IN-CLASS!** My exams are open-everything, short of communication with others. There is absolutely zero communication allowed with others. Do not mistake this for being “easy” however. One suggestion I will offer: skip Googling my questions. I can assure you, I write all my own questions, all questions are new every semester, and you will not be able to find the solutions online. So don’t waste your time. Instead, focus on being able to solve the problems rather than look for it online!

Please do not ask for a physical copy of the exam. In efforts to reduce paper and for efficient and accountable grading, I conduct the exam entirely in a digital environment. A PDF is posted on Blackboard and the answer key to submit your responses is also on Blackboard. The exam is timed. The midterm you are timed for 1 hour and 20 minutes. The midterm is 25 multiple choice questions and 2 open ended questions. I design the exam in a way for you to complete it on time. Each question is designed for you to be able to answer within 2 minutes on average. If you notice you are spending too much time on a question, skip it and move to a different one. Multiple choice questions are designed to be answered in the same amount of time as open ended. In addition, just because my exams are open book does not imply that you should not study. I design each question with this assumption in mind. If you fail to study for an exam ahead of time, you only limit your ability to finish it.

The final exam **IS CUMULATIVE**. It is 3 hours long, 50 questions multiple choice, 4 multi-part open ended questions. The questions are designed for you to finish each one within an average of 2 minutes.

10 Course Textbook

The required textbook for this course is listed above. Please ensure that you have purchased it. An older edition is fine, however, I will not be held responsible for (1) matching reading assignments from an older edition to a newer edition or (2) the older edition missing information that the newer edition contains. Every day you are required to read. Failure to do so will result in an inability to take the daily quizzes.

11 Laptops in Class and Required Software

I **HIGHLY encourage you to bring along laptops/ipads with you.** I am not persnickety about what you do on your laptop. If you choose to be distracted and do something other than follow along, then that is your choice. However, I will not be held responsible to review through material that you have missed due to being distracted. Furthermore, if I find that you are causing a distraction to others, I will kindly ask you to move to another seat, or, in more extreme circumstances, leave the classroom.

12 How to Petition a Grade

Let me start by saying, I'm human, and hence I make mistakes. I write all of my own quizzes, assignments and exams for you. If you can logically and reasonably indicate to me that another selection on a quiz, assignment, or exam was possible, with no ambiguity what-so-ever, then I will gladly award you the points for answering the way in which you did. If I offer a counter-argument as to why your selection was purely incorrect, then there is no award of points. Please note that there is a time limit as to when you can petition a grade. You have at **MOST** one class after the solutions are posted to petition a quiz or exam grade.

13 YouTube

Every class, make up class, extra course material and in some instances assignment solutions are recorded live using YouTube Live. I sometimes post the link of the live stream on our private Facebook group page at the start of every class (if not, the video gets added to the playlist automatically after class). While I offer this convenience to you, please do not be opportunistic of it. **You still are required to attend class!**

After recording a live session, the video gets sent over to our YouTube Playlist (link is given above for this). You are free to review it at anytime thereafter. While I diligently work very hard to ensure all of your privacy is protected, your voice may pop up every now and then in the video as a result of your participation in class (you are not, however, physically shown in the video). The playlist, however, is only available to those with the link provided above. So unless some hacker out there is really interested in learning about our course, the likelihood of the videos being released to the general public is pretty slim.

Please note that there are times when there will be a delay in posting. This may occur due to technical difficulties or interruptions of service. I try my best to get them up on time for your convenience. But do not hold my feet to the fire on this. They are up there as a supplement. You still must come to class fully prepared to take notes.

If I begin to notice that attendance has drastically dropped, despite it being marked against you, I will hold off intentionally on posting the videos until it has reached a proper quorum. This could prove to be devastating. So please ensure you are attending class.

Please note that if you attempt to "download" the videos, share the link with others, or use the videos for any other purposes (other than learning for yourself), **there may be legal consequences to these actions.** The videos are technically copyrighted by myself and the university. While I may not come after you, the university may. This could equate to negative financial con-

sequences. So let me stress that selling these videos, or even downloading them, is a violation of this policy.

14 Class Cancellations and Make-Up Sessions

There are on some occasions where we will need to cancel class. Please note, I do not like to cancel class, as this gets in the way of our scheduled topics. However, just like with all of you, I have a life as well, and things do come up (mostly with my own children's life events, or, if there are academic conferences that are necessary for myself to attend).

In the event of a class cancellation, it is not always technically "canceled". First, I will try to find a replacement lecturer to cover the lecture that day, if needed. I ask that you give that lecturer the same level of respect and tolerance that you bestow me. If the type of cancellation is one where I cannot *physically* be there, but I can *virtually* be present, then I will present the lecture remotely. Please note, in this instance, **you will be required to attend the physical classroom**. I will ask for a student helper, who will receive a full 1 point of extra credit on their final course grade, to aid in the technology within the classroom. The virtual session will be conducted via Google Hangout or Skype. The student assistant will be tasked with

1. Setting up Skype/Google Hangout
2. Ensuring that everyone in the class can hear me
3. Act as a liaison between students of whom have questions and myself (basically, just repeat to questions to me).
4. Solve any technical difficulties.
5. Be trusted that when attendance is taken, they physically see the student that is present in the classroom.

In the event of a weather situation, please ensure that you are enrolled in the University Emergency Alert System. At the very least, please check the homepage of Rutgers Business School, which will update the operating status of the university. There are some questionable occasions when the weather appears bad for some (especially those of whom commute), and when the university is still attempting to render a decision. In such instances, I will always let you know the night before if class is canceled or not, regardless of the university's decision. My number one priority is **your safety**. If I feel that road conditions are too difficult to reach campus, I will instead move our lecture to a 100% pure virtual lecture. Weather will never be a reason for why class is canceled. We will always have it virtually in these instances (even if the university cancels class themselves). In these scenarios, attendance will not be taken, and everyone will receive full credit for that particular session.

When we conduct a 100% virtual lecture, I will follow the general structure:

1. I open up with an introduction. I wait until a certain number to arrive.
2. I begin lecture. During the lecture, you can ask questions in the chat box next to the video (a Google account is necessary in order to do so). Every 15 minutes I check the chat and answer questions.

3. I end by giving any important announcements.
4. Video is posted to the YouTube Playlist.

Please ensure you are active in asking questions. There is typically a 20 second delay between what you see on your screen and what was broad-casted live. Keep this in mind since you will not hear the response to your questions “instantaneously”.

15 Facebook and Extra Credit

15.1 Signing Up for Facebook

Facebook is a platform that I use in this course in regards to announcements and sharing information with all of you. In this class, Facebook is a platform that I have moved to in order to allow more interaction between all of you and myself. I understand respect very well about your privacy. You are allowed to use a fake name when you register, although Facebook has recently changed policies on this, so try to use a fake name that sounds real. If you already have an account, **I HEAVILY SUGGEST CHANGING YOUR PRIVACY SETTINGS**. I don’t need to know what you do on the weekends, so please keep this in mind. Please, please do not change your Facebook name throughout this course. This will only add confusion for myself towards the end of the semester.

You will have **one week** to sign up with Facebook and join the group page for our class (link provided above). After the first week, I cannot grant you “instant” access to our group. It is a private group, so no one outside the group can see your posts. The group page is where myself and you (more on this later) will share articles, YouTube videos, and interesting links that help advance the connection between the concepts in this course to the real world. Upon signing up with Facebook, I ask that you private message me with your student id, and to join our group (go to the link above and when there click “Join Group”). You will not be permitted access to the group if you fail to send me a message on Facebook with your real name and student id. I do this for privacy and security reasons.

15.2 Facebook Communication with the Professor

Facebook Messenger is one of my primary tools for communication. I have it on my phone, and when you reach out to me, I get an immediate notification on my phone. It is virtually instant.

Now, you are allowed to message me at any time. I cannot, however, guarantee an instant reply. While I may see your message, I may be in the middle of something (if it’s late at night, I’m probably working on something else). I try my absolute best to get back to you as soon as humanly possible. Again, I try to answer as soon as you message. If I do not reply, then it means I’m having a pretty busy day and you will need to wait.

15.3 Extra Credit

I do offer extra credit opportunity. We have 2 solid weeks of class (technically 3, but we’ll go off 2). Starting on 1/2/2019 12:00am and ending on 1/16/2019 11:59pm, you are allowed to post a maximum of 2 posts per day, for a total of 12 days. Each post you add to the Group Page is worth 0.125 points added onto your final grade. Assuming you post 2 posts per day for 12 days,

for a total of 24 posts in the semester, that is a total of 3 extra credit points added to your final grade.

You are **ONLY** allowed two posts per day. A post can be a YouTube video that discusses a topic we have discussed within the previous two weeks of class or an article discussing some form of application to what we have discussed in class (it does not need to be a recent article, although it would be more useful if it were). In addition, for any post, you must write a small one-paragraph summary of the article/video, which topics in our class it discusses and how it connects to what we discussed.

Failure to write a summary will result in the post **not** being counted. Also, please **DO NOT COPY AND PASTE MATERIAL FROM THE ARTICLE**. This is plagiarism and will count against you (I will deduct points from your final grade if you do this!). For every post that contains word-for-word writing, you will have 10 points deducted off your final grade. Comments, likes, no-written shares, general questions about the class and general remarks or posts will **NOT** be counted as part of your final extra credit grade.

15.4 What NOT to Do on Our Facebook Page

Topics **MUST** relate to material discussed in the prior two weeks of posting. While I know it is tempting, some of the material out there may use or relate to heavily politicized and hotly debated topics in the public sphere. **I want us to avoid ANY and ALL hotly debated issues in the public arena, regardless of where you stand on said issues.** I will be the judge of whether or not your post may lead to something that is a “hot button issue”. Please do not take this as a sign of me trying to censor your material. I only want topics directly related to **information systems**. All other topics will be considered useless, and will result in removal.

While some of these may be tangentially related to business activities, they may still not classify as “related”. For example, an article that explains government funding into artificial intelligence is **NOT** related to our course, unless it describe the nature of how the AI was used within the development of an IS. On the other hand, an article that explains how marketers use CRM systems is related to our course. I want to see relevant topics and avoid topics that will spur meaningless (and frankly, very unproductive) debate. Save those for your personal time please!

Our group page is only for academic discussion pertaining to the methods and illustration of said methods in this course, **not for emotional debate**, that will lead to all sides of a popular issue being upset. If any article is posted that relates to any topic that is hotly debated in the public space, it will be removed and I will send you a warning. Posting such topics more than once will result in a total removal of yourself from the FB Group Page and all extra credit points will be voided. In addition, while Iâ€™m sure your band is awesome, your business needs booming or you need to get donations for a great cause, all such material will be removed from the page. Again, the Facebook Group Page is **ONLY** for our academic purposes and any other purposes such as promotion of, well, anything, will be removed immediately.

16 Course Schedule and General Syllabus Changes

16.1 Policy Regarding Changes to the Syllabus

I try my best to stick to this schedule and grade distribution. With that said, if I see that you need more time to absorb the material, some homework assignments or topics may be extended. If I begin to see that our grading distribution in regards to assignments becomes too much, I will need to redistribute points. Again, this is a very rare situation that happens. However, I understand that some of you may have more difficulty in absorbing the material than others. With that said, I want to ensure we spend the proper amount of time on each topic. If we need to change anything about this course, I will update the syllabus and post it.

If I need to make changes to the syllabus, you will be notified in class. I will not guarantee that such changes be announced on Blackboard, on Facebook, or via email. Changes to the syllabus may come as a consequence of in class discussions. I always consult with my students first before making any necessary changes. Please note that if you miss class, especially on a regular basis, then your voice on such matters may not be heard. I only take into consideration comments made within a class session. Moral of the story: attend class and you will have your voice heard if such a need for change arises.

16.2 Tentative Course Schedule

Week	Class	Date	Topic	Chapters	Quiz	Reading Assignment
1	1	12/21/2018	Syllabus Review Introduction to Marketing Firm Strategy	1,2		Chapter 1 (pg. 4-19) Chapter 2 (pg. 28-47)
2	2	1/2/2019	The Market Environment	3		Chapter 3 (pg. 72-93)
2	3	1/3/2019	Consumer Behavior	5		Chapter 5 (pg. 124-144)
2	4	1/4/2019	Organizational Consumers Global Markets	6,7		Chapter 6 (pg. 154-167) Chapter 7 (pg. 176-198)
3	5	1/7/2019	Marketing Research	8		Chapter 8 (pg. 206-229)
3	6	1/8/2019	Segmentation and Targeting Midterm Exam Review	9		Chapter 9 (pg. 238-258)
3	7	1/9/2019	Midterm Exam Product Development	10		Chapter 10 (pg. 266-282)
3	8	1/10/2019	Product and Brand Management	11		Chapter 11 (pg. 292-313)
3	9	1/11/2019	Pricing	13,14		Chapter 13 (pg. 350-364) Chapter 14 (pg. 372-391)
4	10	1/14/2019	Distribution and Supply Chains	15,16		Chapter 15 (pg. 408-428) Chapter 16 (pg. 436-459)
4	11	1/15/2019	Basics of Promotion	17		Chapter 17 (pg. 470-491)
4	12	1/16/2019	Advertising and Social Media Market- ing	18,19		Chapter 18 (pg. 502-519) Chapter 19 (pg. 540-559)
4	13	1/17/2019	Strategic Marketing Process Final Exam Review			Chapter 22 (pg. 622-644)
4	14	1/18/2019	Final Exam			

17 Syllabus Agreement Form

Having enrolled in this course, I, _____, agree to the following:

(Full Printed Name)

1. I have fully read every character, word, paragraph, and section of this syllabus, and was either present on the first day of class, or have viewed the video of the first day of class, of which fully reviewed this syllabus, and I fully understand, and agree to abide by, the entire structure of this course and it's guiding policies.
2. I understand that I will abide by all policies put forth in this syllabus, either explicitly mentioned herein or mentioned in class heretofore.
3. To remain in contact with the professor using the communication methods described above for any issue.
4. To ensure that I contact the professor via myles.garvey@rutgers.edu or Facebook Messenger, and understand that any concern I may have will not be addressed if I email the wrong email address, fail to reach out to the professor using the aforementioned mediums, or use a non-Rutgers email account to contact the professor. In such an event, I understand that I am 100% responsible for any negative consequences of which I will bear.
5. Grades are distributed based on my work, and **not on my need**. I will not expect this professor to award me a grade that does not properly reflect, as determined by him and his criteria for grading, the result of my work, rather than the degree of effort involved, or any purpose including, but not limited to, being removed from academic probation, wanting a grade that would be awarded due to rounding up, or being friendly and in consistent contact with the professor. I further understand that the professor grades based on an equation he has described to me in this syllabus, and that he will not deviate from the equation, no matter the circumstance I find myself in.
6. To not cheat on any assignment, exam or any other aspect of this course, and that if I do, I understand that appropriate procedures will be taken with the involvement of the university, and I will receive an F for the course, along with the possibility of more severe consequences.
7. That email messages, Facebook Messages, recorded videos, books, notes, slides, comments on YouTube Videos and any other form of time-stamped communication between myself and the professor is the property of Rutgers University, and that altering the content, information, or meta-information, on any of these original forms of content, without the explicit written permission from the professor, for the purpose of deceiving the professor in any way, shape, or form, is considered a violation of the student conduct code, and **will result in an immediate F for the course**. In addition, I understand that **this professor will offer recommendation of expulsion from the university** in such a scenario. Examples of such manipulations may include: the altering of a grade on an assignment, an attempt to change a time-stamp on any form of document, and an attempt to change a previous email sent to the professor or from the professor.

8. To read the book chapters before every class, and attend the class. I also understand that I cannot expect the professor to lecture material that I may have missed due to persistent absence from the class.
9. To keep track of my own grade using the grade calculation presented above, and that if I am failing, it is my own responsibility to become aware of this, and change course to prevent a final grade of failure.
10. This professor makes zero exceptions to anyone and treats every student equally. I will not expect this professor to offer any extra work, make-up assignments, make-up exams (in the event of a failure), or extra videos additional to what is already posted for the purpose of improving my grade.
11. That the exam requires a computer, tablet or smart phone, and if I do not have any of these, then my exam will be taken in a computer lab or a different room that may have ambient distractions.
12. That I will attend class on time so that my attendance will be counted. I also understand that attendance will not be taken at a fixed time, and will be randomly conducted at any point between the start of class and the end of class.
13. That if I am in financial stress, academic stress, or some other unexpected event that occurs in my own personal life that thwarts my ability to perform in this class, I will **FIRST** discuss said issues with my academic advisor, and if I need additional time on assignments or exams due to such events, that my academic advisor **MUST** email the professor describing my needs. Failure of myself doing this will result in no extra time or alternate assignments to make up my work, and I understand that my grade may be affected as a result.
14. That this professor assumes that everyone of whom is registered for this course has the complete and competent ability to physically attend class, and that I will not attempt to persuade the professor to alter the structure of this course so as to appease my own schedule. In other words, I understand that if I currently hold a job, and register for this course, it is assumed by this professor that your employment schedule **will not** intersect your class schedule. I further understand that this professor will make **zero exceptions** if I am required to be somewhere else during the scheduled time of our course.

Name (Printed) _____

Signature _____

Date _____

18 Syllabus Update History

Change Date	Change
1/04/2019	Updated Grade Evaluation. Assignments are now worth only 4% each.
1/04/2019	Updated the equation for final grade to reflect the 4%
1/04/2019	Removed Chapter 7 from our schedule. We chose not to cover this chapter, reading assignments not required for this chapter