



MAYS BUSINESS SCHOOL

T E X A S A & M U N I V E R S I T Y

DEPARTMENT OF MARKETING

MARKETING 409 ONLINE (Canvas)

Principles of Marketing
Fall 2021

INSTRUCTIONAL TEAM

Instructor: Dr. William Pride
Office: Wehner 201M
Office Hours: By appointment. Just email me about a time that is convenient for you to meet.
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Teaching Assistants: Tommy Shupak
Erika Squires
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Office Hours: Monday: 9 - 11am, 5:20 - 7:20pm
Tuesday: 9am - 2pm
Wednesday: 8am - 11am, 12:30pm - 3pm
Thursday: 8am - 11:30am, 5:30pm - 7:00pm
Friday: 9am – 4pm

Office: Wehner 209
Email: MktgAdminTA@mays.tamu.edu

Manager of Marketing Research Studies: De'Ambra Harmon
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REQUIRED TEXTBOOK

There are two options: (choose one)

Option 1: Pride/Ferrell - Foundations of Marketing, 9th edition, 2022, eBook/MindTap access, ISBN: 9780357129388

Option 2: Pride/Ferrell - Foundations of Marketing, 9th edition, 2022 Bundle of Looseleaf + eBook/MindTap, ISBN: 9780357582619

Note: There are other versions of this text available. The only official text for the course is the one posted here. Use any other editions at your own risk. The instructor and TAs cannot verify that other editions/versions are acceptable.

MINDTAP AND COURSE KEY

Some of the new textbooks come with an access code that allows you to use MindTap. MindTap is an online set of study aids. None of the MindTap materials are used for graded assignments in this course. However, you may wish to use the online MindTap exercises as study aids. To access MindTap go to the following link:

<https://www.cengage.com/dashboard/#/course-confirmation/MTPN4PGQSK40/initial-course-confirmation>

The course key is: MTPN4PGQSK40

EXPECTATIONS AND WHAT YOU NEED TO DO IN THIS COURSE

This online course requires the same amount of work as a face-to-face course. Here's what you need to do:

1. Carefully read and thoroughly understand the syllabus.
2. Read, study, and understand the assigned chapters in the textbook.
3. Watch the video lectures and take notes. You can print out the lecture outlines, charts, tables, etc. from Canvas. The lecture outlines are not the notes. You should use the lecture outlines to help you organize your notes. Also, the transcripts of the video lectures can be printed out from Canvas. As you watch the video lectures, you can underline, bracket, or highlight important information on the transcripts as a way of taking notes.

4. Take the syllabus quiz (10 min.) and four 60 min. exams (including the final) on or before the deadlines as shown on the course schedule.
5. Do the extra credit that is offered. You will not know if you need it until the end of the term when the extra credit opportunities are no longer available.

LEARNING OUTCOMES

This introductory marketing course is designed to provide you with an overview of the marketing field. Among other things, we will explore the meaning of marketing, the environmental influences that impact marketing managers, strategic marketing fundamentals, consumer behavior, market segmentation, and managerial issues related to the marketing mix decision variables (product, pricing, distribution, and promotion).

When you have completed this course, you should:

1. Understand the role of marketing & its relation to other business functions.
2. Define and apply marketing terms and concepts.
3. Understand the role of market segmentation.
4. Understand the role of product, distribution, promotion and pricing decisions in creating value for customers.
5. Understand and appreciate the significant role that marketing plays in our fast-changing global marketplace
6. Have an appreciation of marketing's role in strategic planning

COMMUNICATING WITH US

The primary means of communication for this course is email. The instructor can provide information about study strategies, exams, video lectures, and assigned readings. The TAs can answer questions regarding grades and exams. We will respond to calls and emails within 24 hours during regular business hours.

WHERE TO FIND COURSE MATERIALS

Access to course materials can be found in the following locations:

1. Assigned chapters are in the required textbook.
2. Video lectures. You can find the video lectures in “MediaSite Collection” or under “Schedule and Assignments”.
3. Examinations. Exams (and the syllabus quiz) are open beginning the first day of class and they close on specific deadline dates. You can access them through the “Quizzes” tab on Canvas. You will need to use Respondus Lockdown Browser and Monitor.
4. MindTap (Optional). Use the link on page 2 of the syllabus.
5. Extra credit. See Appendix A of this syllabus. Also watch for the email about the course evaluation, near the end of the term.

VIDEO LECTURE TRANSCRIPTS

Video lecture written transcripts are on Canvas and contain all of the audio portions of the video lectures. You can use the transcripts to take notes while watching the video lectures.

TESTING

For the syllabus quiz and all examinations, you can use a desktop or laptop computer. For the quiz and all exams, you will need to use Respondus LockDown Browser and Respondus Monitor software.

The syllabus quiz consists of 10 multiple choice questions about the syllabus. Each question is worth 2 points for a quiz total of 20 points. You cannot look at the syllabus or any notes about the syllabus during this quiz. You will need to set up Respondus LockDown Browser and Respondus Monitor for this quiz. Thus, you may want to allocate about 30 minutes to this quiz even though the quiz itself is a 10 minute quiz.

All exams will be comprised of 50 multiple choice questions. The questions will come from the textbook and from the video lectures. Each question has five choices. The questions can be conceptual or applied. Applied questions are stated in the context of an organization or brand. Some of the questions may deal with examples and illustrations in the textbook or video lectures. The final exam is not cumulative. ALL EXAMS ARE CLOSED BOOK AND CLOSED NOTES. Please plan to

allocate about 80 minutes to take a 60 minute exam because extra time will be needed for Respondus setup and perhaps technical difficulties.

PLEASE NOTE: You may use the Respondus computer calculator for Exams 3 and 4. No calculator is needed for Exams 1 and 2.

USING RESPONDUS LOCKDOWN BROWSER AND RESPONDUS MONITOR

LockDown Browser + Respondus Monitor (Webcam Requirement)

This course requires the use of LockDown Browser and Respondus Monitor (webcam) for online exams. The webcam can be the type that's built into your computer or one that plugs in with a USB cable.

Watch this brief video to get a basic understanding of LockDown Browser and the webcam feature.

<https://www.respondus.com/products/lockdown-browser/student-movie.shtml>

Download Instructions

Download and install LockDown Browser from this link:

<https://download.respondus.com/lockdown/download.php?id=961615468>

Once Installed

- Start LockDown Browser
- Log into Canvas
- Navigate to the test

Note: You won't be able to access tests with a standard web browser. If this is tried, an error message will indicate that the test requires the use of LockDown Browser. Simply start LockDown Browser and navigate back to the exam to continue.

Rules for taking Syllabus quiz and Exams

When taking an online test, follow these rules:

- Ensure you're in a location where you won't be interrupted.

- Turn off all other devices (e.g. tablets, phones, second computers, smart watches) and put them away.
- Before starting the test, know how much time is available for it, and also that you've allotted sufficient time to complete it.
- Clear your desk or workspace of all materials including books, papers, and all other devices.
- Remain at your computer for the duration of the test.
- Make sure your face appears on your screen at all times.
- Make sure that your eyes are on the screen at all times
- If the computer, Wi-Fi, or location is different than what was used previously with the "Webcam Check" and "System & Network Check" in LockDown Browser, run the checks again prior to the exam.
- To produce a good webcam video, do the following:
 - Avoid wearing baseball caps, hats with brims, and sunglasses.
 - Ensure your computer or device is on a firm surface (a desk or table). Do NOT have the computer on your lap, a bed, or other surface where the device (or you) are likely to move.
 - If using a built-in webcam, avoid readjusting the tilt of the screen after the webcam setup is complete.
 - Take the exam in a well-lit room, but avoid backlighting (such as sitting with your back to a window).
- Remember that LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted.

Expectations about taking quizzes and exams

We will appreciate your cooperation in following these rules. Respondus LockDown Browser and Respondus Monitor will create a video of you taking your quizzes and exams. This software will also rate your behavior regarding any types of “irregularities.” If you are judged by the software to have too many irregularities, you will be subject to one or more penalties that range from having to retake an exam, loss of points, and/or being referred to the Honor Council. Generally, if you follow the rules mentioned above, you will not experience problems.

Getting Help

Several resources are available if you encounter problems with LockDown Browser:

- The Windows and Mac versions of LockDown Browser have a "Help Center" button located on the toolbar. Use the "System & Network Check" to troubleshoot issues. Also run the "Webcam Check" from this area.
- For additional help, call Help Desk Central at 979-845-8300.
- Respondus has a Knowledge Base available from support.respondus.com. Select the "Knowledge Base" link and then select "Respondus LockDown Browser" as the product. If your problem is with a webcam, select "Respondus Monitor" as your product.
- If you're still unable to resolve a technical issue with LockDown Browser, go to support.respondus.com and select "Submit a Ticket". Provide detailed information about your problem and what steps you took to resolve it.

MAKE-UP EXAMS

In accordance with Texas A&M University Student Life Rule 7, absences from an exam will be excused only for the following reasons:

1. Participation in an authorized University activity
2. Death or major illness in a student's immediate family
3. Illness of a dependent family member
4. Participation in legal proceedings that require your presence
5. Religious holy day
6. Confinement because of illness
7. Required participation in military duties
8. Pregnancy and related conditions

This policy is strictly enforced (no exceptions). Please note that anyone who does not have a valid university-excused reason for missing an exam will receive a zero on that exam. If you believe you have a valid reason for missing an exam, you must communicate with the TA.

EXTRA CREDIT

Extra credit points count the same as exam points. Your extra credit points will be reported near the end of the term.

You can earn extra credit points in two ways:

1. You can earn up to 24 extra credit points by participating in marketing research events. See Appendix A.
2. You can earn 6 extra credit points by completing the course evaluation. To receive the extra credit, you **MUST** send your confirmation to the Marketing TAs. The Marketing TA's email address is on the first page of the syllabus.

GRADING

The major grade components, and their weights, are listed below:

<u>Component</u>	<u>On or before</u>	
Syllabus Quiz	Wednesday, Sept. 8, 11:59pm	20 points
Exam #1	Monday, Oct. 4, 11:59pm	100 points
Exam #2	Monday, Nov. 1, 11:59pm	100 points
Exam #3	Monday, Nov. 22, 11:59pm	100 points
Exam #4*	Thursday, Dec. 09, 11:59pm	<u>100 points</u>
	Total	420 points

*NOTE: Since you can schedule your Exam #4 at a time that is convenient for you, the "three finals on the same day" policy does not apply in this course.

Grades will be assigned in the following manner and will not be negotiated:

- A= 89.5% (375 points and above)
- B= 79.5% (333-374 points)
- C= 69.5% (291-332 points)
- D= 59.5% (249-290 points)
- F= below 59.5% (below 249 points)

SCHEDULE AND ASSIGNMENTS

The following table contains the textbook reading assignments, the video lectures, and the quiz/exam deadline dates. Although this is a suggested schedule, you can move at your own pace. Please note that the quiz/exam deadlines are firm. You MUST complete the quiz/exams on or before the deadlines shown here.

Fall 2021 Schedule

Week/Dates	Topic/Activity	Assigned Reading	Assigned Video Lecture Segments
Week 1 08/30-09/05	Course Orientation and Introduction to the Field of Marketing	Course Syllabus Chapters 1	Introduction: Segments 1-3
Week 2 09/06-09/12 Wednesday, 09/08 Syllabus Quiz Deadline	Marketing Environment	Chapter 3	Marketing Environment: Segments 1- 4
Week 3 09/13-09/19	Social Responsibility in Ethics Target Markets: Segmentation and Evaluation	Chapter 3 Chapter 5	Ethics Segment: 1 and 2 Target Markets: Segments 1- 4
Week/Dates	Topic/Activity	Assigned Readings	Assigned Video Lecture Segments

Week 4 09/20-09/26	Consumer Buying Behavior	Chapter 6	Consumer Buying Behavior: Segments 1 – 4
Week 5 09/27-10/03	Consumer Buying Behavior Business Markets and Buying Behavior	Chapter 6 Chapter 7	Consumer Buying Behavior: Segments 5 – 7 Business Markets and Buying Behavior: Segment 1
Week 6 10/04-10/08 Monday, 10/04 EXAM 1 DEADLINE	Marketing Research and Information Systems Review for and Complete Exam 1 by 11:59 pm	Chapter 4 Chapters on Exam 1 include 1, 3, 5, 6, and 7	Marketing Research: Segments 1- 6 All video lecture segments assigned with chapters on Exam 1
Week 7 10/9-10/15	Product Concepts: Development and Management	Chapters 10 and 11	Product: Segments 1- 6
Week 8 10/16-10/22	Product Concepts: Development and Management	Chapters 10 and 11	Branding: Segments 1- 4
Week 9 10/23-10/29	Product Concepts: Development and Management Services Marketing	Chapter 10 and 11 Chapter 11	Packaging: Segments 1- 3 Services Marketing: Segment 1
Week/Dates	Topic/Activity	Assigned Readings	Assigned Video Lecture Segments

Week 10 10/30-11/07 Monday, 11/01 EXAM 2 DEADLINE	Pricing Concepts and Management Review for and Complete Exam 2 by 11:59 pm	Chapter 12 Chapters on Exam 2 include 4, 10, and 11	Pricing: Segments 1- 5 All video lecture segments assigned with chapters on Exam 2
Week 11 11/08-11/12	Marketing Channels and Supply Chain Management	Chapter 13	Distribution: Segments 1- 4
Week 12 11/13-11/19	Retailing, Direct Marketing, and Wholesaling Review Section 13-5	Chapter 14 Chapter 13	Marketing Institutions: Segments 1- 4 Logistics in Supply Chain: Segments 1 and 2
Week 13 11/20-11/28 Monday, 11/22 EXAM 3 DEADLINE	Integrated Marketing Communications Advertising Review for and Complete Exam 3 by 11:59 pm	Chapter 15 Chapter 16 Chapters on Exam 3 include 12, 13, and 14	Integrated Marketing Communications: Segments 1 and 2 Advertising: Segments 1- 3 All video lecture segments assigned with chapters on Exam 3
Week 14 11/29-12/05	Advertising and Public Relations Personal Selling	Chapter 16 Chapter 17	Advertising: Segment 4 Public Relations: Segment 1 and 2 Personal Selling: Segment 1 and 2
Week/Dates	Topic/Activity	Assigned Readings	Assigned Video Lecture Segments

Week 15 12/06-12/12	Personal Selling and Sales Promotion	Chapter 17	Personal Selling and Sales Promotions: Segments 3- 5
	Planning, Implementing, and Evaluating Marketing Strategies	Chapter 2	Marketing Strategy: Segment 1 and 2
Thursday, 12/09 EXAM 4 DEADLINE	Review for and Complete Exam 4 by 11:59 pm	Chapters on Exam 4 include 15, 16, 17, and 2	All video lecture segments assigned with chapters on Exam 4

SCHOLASTIC DISHONESTY

All policies concerning scholastic dishonesty found in the current Texas A&M University Regulations apply, and will be enforced.

Aggie Honor Code

“An Aggie does not lie, cheat, or steal or tolerate those who do.”

Upon accepting admission to Texas A&M University, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning, and to follow the philosophy and rules of the Honor System. Students will be required to state their commitment on examinations, research papers, and other academic work. Ignorance of the rules does not exclude any member of the Texas A&M University community from the requirements or the processes of the Honor System. For additional information please visit:

<http://aggiehonor.tamu.edu>

STUDENTS WITH DISABILITIES

The American with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring accommodation, please contact Disability Resources, in Student Services or call 979-845-1637. For additional information visit <http://disability.tamu.edu>. If you are registered with Disability Resources, please send the instructor your accommodation letter during the first few days of the term.

COLLEGE AND DEPARTMENT POLICIES

Statement on Inclusion

Texas A&M University is committed to enriching the learning and working environment for all visitors, students, faculty, and staff by promoting a culture that embraces inclusion, diversity, equity, and accountability. Diverse perspectives, talents, and identities are vital to accomplishing our [mission](#) and living our [core values](#).

The following resources are available to support you in promoting an inclusive culture:

- [Stope Hate Website](#) – Report hate/bias incidents
- [TAMU Office for Diversity Resources](#)
- [Department of Multicultural Services](#) – Educational/developmental programs to foster inclusion
- [Counseling and Psychological Services](#) – Support for mental health and emotional well-being

Mays Food & Beverage Policy

We have beautiful and state-of-the-art classrooms in the Wehner Building. We want to maintain the high quality of these classrooms for the students in future years. Thus, it is necessary for you to adhere to the established policy of no

beverages, food, tobacco products, or animals (unless approved) within the classrooms. Bottled water is permitted. Your assistance is greatly appreciated.

UNIVERSITY STATEMENTS AND POLICIES

Title IX and Statement on Limits to Confidentiality

Texas A&M University is committed to fostering a learning environment that is safe and productive for all. University policies and federal and state laws prohibit gender-based discrimination and sexual harassment, including sexual assault, sexual exploitation, domestic violence, dating violence, and stalking.

With the exception of some medical and mental health providers, all university employees (including full and part-time faculty, staff, paid graduate assistants, student workers, etc.) are Mandatory Reporters and must report to the Title IX Office if the employee experiences, observes, or becomes aware of an incident that meets the following conditions (see University Rule 08.01.01.M1):

- The incident is reasonably believed to be discrimination or harassment.
- The incident is alleged to have been committed by or against a person who, at the time of the incident, was (1) a student enrolled at the University or (2) an employee of the University.

Mandatory Reporters must file a report regardless of how the information comes to their attention – including but not limited to face-to-face conversations, a written class assignment or paper, class discussion, email, text, or social media post. Although Mandatory Reporters must file a report, in most instances, you will be able to control how the report is handled, including whether or not to pursue a formal investigation. The University's goal is to make sure you are aware of the range of options available to you and to ensure access to the resources you need. Students wishing to discuss concerns in a confidential setting are encouraged to make an appointment with Counseling and Psychological Services (CAPS). Students can learn more about filing a report, accessing supportive resources, and navigating the Title IX investigation and resolution process on the University's Title IX webpage.

COVID-19 Statement for Fall 2021

To help protect Aggieland and stop the spread of COVID-19, Texas A&M University urges students to be vaccinated and to wear masks in classrooms and all other academic facilities on campus, including labs. Doing so exemplifies the Aggie Core Values of respect, leadership, integrity, and selfless service by putting community concerns above individual preferences. COVID-19 vaccines and masking — regardless of vaccination status — have been shown to be safe and effective at reducing spread to others, infection, hospitalization, and death.

Statement on Mental Health and Wellness

Texas A&M University recognizes that mental health and wellness are critical factors that influence a student's academic success and overall wellbeing. Students are encouraged to engage in healthy self-care by utilizing the resources and services available from Counseling & Psychological Services (CAPS). Students who need someone to talk to can call the TAMU Helpline (979-845-2700) from 4:00 p.m. to 8:00 a.m. weekdays and 24 hours on weekends. 24-hour emergency help is also available through the National Suicide Prevention Hotline (800-273-8255) or at <https://suicidepreventionlifeline.org>.

Operational Details for Fall 2021 Courses

For additional information, please review the FAQ on Fall 2021 courses at Texas A&M University

APPENDIX A: EXTRA CREDIT

Marketing 321/409/621 Behavioral Lab

MKTG 321/409/621 Behavioral Lab (SONA) website: <http://tamu-mays.sona-systems.com>

Lab Administrator Email: ResearchAdmin@mays.tamu.edu

Description

Marketing data and theories depend upon the research methods used to obtain them. Thus, exposure to research and research methods is an experience that is valuable for understanding marketing and consumer behavior. At Texas A&M University, the Department of Marketing allows students enrolled in MKTG 321, MKTG 409 and MKTG 621 to earn credits through participation in academic research. These Marketing Research studies provide students with an opportunity to gain familiarity with the aims, methods, and results of marketing research which is important to business decision-making.

To Earn Marketing Research Credit

1. Choose how you want to earn your credit

There are two options for earning up to 8 credits during the semester:

- a. Study Option
- b. Research Report Option

Each research credit is worth 3 extra credit points. You can receive up to 24 extra credit points, if you earn 8 research credits. To receive all 8 marketing research credits you must participate in 8 studies (4 per period), write 4 research reports, or any combination totaling 8 credits. There are 2 periods this semester. You must earn 4 marketing research credits during each time period. You may not earn more than 4 marketing research credits during a single time period.

- Period 1: September 6 – October 15th (Maximum of 4 credits)
- Period 2: October 25 – December 1st (Maximum of 4 credits)

2. Access the Marketing Research website

Use the login information that will be emailed to you **after** the drop/add deadline at the beginning of the term. Emails will come directly from the SONA system. These emails will be from the sender: MKTG 321/409/621 Behavioral Lab.

3. Follow the instructions below to complete your credit options.

If you have any questions, contact the lab administrator at the email address listed above. It can take up to 24 business hours to receive a response.

Study Option: 1 study = 1 credit

Students may elect to participate in marketing research studies conducted by Texas A&M faculty or graduate students. These studies may be in conjunction with local or national companies and researchers. This research is very important to the reputation of our business school. Please engage in all tasks with your full attention and integrity. General study information:

- Studies will last no more than one hour and may be a collection of separate short tasks from various researchers who are interested in your opinions. Your responses are always confidential.
- You do not need to bring anything to the study unless specifically instructed to do so.
- During the study, you will fill out a participation form which will be used to assign credits for that study. You do not have to take anything to your instructor to get credit – this process is done for you. At the end of each period, your instructor will be notified of the number of credits (up to 4) that you have earned.
- You can only participate in each individual study once. Each study is identified by a unique number. Thus, if you have already participated in a study for “**Fall 2021 Study 01**” you cannot participate in a later timeslot for the same study.

Studies will either be conducted in-person in the Behavioral Lab or online. To sign up and participate, please do the following:

- Log into SONA and Complete both the Common Questionnaire and the Consent Form. Each form takes less than a minute to complete and you only complete them once.
 - Note that credit is not awarded for the completion of these forms, but they are required for participation in studies.
- Every Friday you will receive an email through SONA with the subject: Marketing 321/409/621 Behavioral Lab listing what studies are available. Be sure these do not go to your junk folder.
- Reserve your timeslot by logging into the marketing research website (SONA) listed above and finding a time that works for your schedule. Make a note of the times for which you sign up.

If your study is online:

- Log into SONA and click on the green button; this will take you directly to the online study.
- You can participate in online studies at any time up until the study closes.

If your study is in-person in the Behavioral Research Lab:

- The Behavioral Research Lab is located in Wehner 157.
- Arrive for your study **five minutes earlier** than the posted start time. To maintain the integrity of the data collection, no late comers can be admitted to the study once the door has closed. Credits are granted for study attendance, not study sign-ups.
- **Walk-Ins:** Empty spaces in the lab due to no-shows will be given to walk-ins on a first come-first-served basis. If you choose to attend as a walk-in, please check in with the study administrator when entering the lab so that s/he may ensure that credit is granted for your attendance.
- **Cancellations:** Be a good Aggie! If you cannot attend a study for which you have signed up, it is your responsibility to cancel your reservation via the marketing research website (SONA) so another student can reserve the spot. If you do not attend a study for which you signed up, you will not receive credit.

Research Report Option: 1 report = 2 research credits

Students not wishing or able to participate in studies can complete the research report option. The purpose of participating in studies is to gain hands-on experience concerning how marketing research is conducted. Another way to gain insight into marketing research is by reading and synthesizing information from articles published in leading academic marketing journals.

NOTE THAT ALL the following criteria must be met to earn credit. Partial credit is not given:

1. Register in the marketing research website (SONA) for points via Research Report.
2. Select an article from a recent (**2018 to present** – no other year is acceptable) issue of one of the following four top marketing academic journals:
 - Journal of Marketing
 - Journal of Marketing Research
 - Marketing Science
 - Journal of Consumer Research

These journals are available online as well as from the West Campus Library. Do **not** use articles from magazines such as *Fortune*, *Business Week*, *The Wall Street Journal*, etc. **Only the 4 journals listed above are acceptable.** No exceptions. Check the journal titles very carefully. (hint: If you access the journals through the TAMU library website, you will be given free access to full journal articles).
3. Read the article.
4. Write a synopsis relating the article to a topic from your class and/or text. The synopsis should:
 - a. State directly the major hypothesis being investigated, the method used by the researchers, and how the results supported or did not support the hypothesis.
 - b. Be a minimum of 5 single spaced pages (**EXCLUDING THE COVER PAGE & WORKS CITED PAGE**), using Times New Roman 12-point font with 1" margins.
 - c. Include a cover sheet with your name, UIN, email address, section, and professor's name.
 - d. All papers must include full citation of the article in the form of a "works cited" or "references" page using APA, MLA, Chicago, or other standard format. Citations must include the journal name, article title, authors, date, volume/series, etc. If a full citation is not included, credit will not be granted. If you need help finding a citation style, go to <http://guides.library.tamu.edu/CitingSources> for more information.
5. *Copying from another student's paper or directly copying from the article text without proper citation is plagiarism. All university academic responsibilities and disciplinary procedures apply.*
6. Submit your paper through www.turnitin.com. This assignment requires you to write original content. **Quoted text cannot represent more than 10% of the written words in the report.** You can check Turnitin.com to see the percentage of quoted (or unoriginal) content in your report at the time of submission. You have up until the deadline to make any needed changes to your report.
 - a. Log onto www.turnitin.com. If you do not have a student account with Turnitin, you will need to establish one on the website.
 - b. Use Class ID #**30038393** and Enrollment Key: **mktgresearch**.
 - c. Select assignment "Research Report 1" if you are submitting during Period 1. If you are submitting during Period 2, submit it under "Research Report 2."
7. Research Reports must be successfully uploaded to Turnitin.com on or before.
 - Period 1: October 15th (**by 11:00 pm**).

- Period 2: December 1st (**by 11:00pm**).
 - **No papers will be accepted after this deadline for any reason (including all technical issues). It is advised that papers are submitted well in advance of each due date/time.**
 - If you experience technical trouble while trying to submit the assignment, please contact the TAMU IT HelpDesk immediately. Do not wait until the due date and expect help with technical issues.
 - If you do not receive a confirmation email from turnitin stating that your paper has been submitted, you will need to resubmit your paper. Do not assume that the confirmation email is coming later. Verify quickly that your paper was submitted. You need to keep this confirmation email as submission proof in case any technical issues arise.

Checklist for Report Details

Student Checklist

- ☐ Acceptable Journal
- ☐ Correct date
- ☐ Correct content (hypotheses, method, results)
- ☐ 5+ pages
- ☐ Correct font, font size, margins
- ☐ Correct cover sheet (name, UIN, email address, course section, professor's name)
- ☐ Correct, complete, and properly formatted references
- ☐ Submitted via turnitin.com, on time, in correct reporting period and confirmation email received

Additional Items for scoring

- ☐ Received on time
- ☐ Original content
- ☐ Appropriate proportion of quoted text (<10%)

Your Marketing Professor does not have access to your credit status during the periods and does not control when studies are offered. If you have questions or concerns about Marketing Research, email the Behavioral Lab Administrator, at the email listed above. The Behavioral Lab will respond to your email within 24 hours M-F. All emails received over the weekend will receive a response by 5pm on Monday.