

KENT STATE UNIVERSITY
College of Business Administration
MARKETING 25010--MARKETING
Tentative Syllabus -- Summer I, 2017
Class Website on Blackboard - <http://learn.kent.edu>

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Required Text: The required text for the class is Marketing, 12th edition, Roger A. Kerin, Steven W. Hartley, and William Rudelius, McGraw-Hill 2014. It is available packaged with ConnectPlus access at no additional charge in a special Kent State loose leaf edition (ISBN: 9781308945606). The “standard” edition’s ISBN-10 is 0077635787.

McGraw-Hill ConnectPlus is a web-based assignment and assessment site that we will use for **OPTIONAL** Enhanced Learning **Extra Credit Assignments**. It is **INCLUDED** with the KSU edition of the textbook.

If you purchase a version of the textbook that does not come packaged with ConnectPlus, you can choose to purchase access to that site at a later date (this was a \$90 fee last semester). It is usually a better value to purchase the textbook WITH access to Connect.

This text is available (a) from the KSU bookstore in the student center and (b) from Campus Book and Supply (112 S. Lincoln next to Starbucks). The package includes Connect Plus.

The “standard” version of the 12th edition is available **online** as well (ISBN 9780077635787). I cannot comment on whether you will do well using some **other** edition of the textbook.

Please note that weekly mini-tests, midterm, and final exams are OPEN BOOK and are based specifically on the 12th edition (and the week’s lectures). So, **you REALLY DO NEED this book**.

STRONGLY Recommended: Printed Lecture Notes are available on-line from the class website (<http://learn.kent.edu>). The lecture notes are also available for purchase from the KSU main campus bookstore and at Campus Book and Supply.

CATALOG DESCRIPTION

Functions, institutions and basic problems in marketing goods and services from the viewpoint of the manager of a business firm operating within social, economic, and legal environment.
Prerequisite: ECON 22060, Microeconomics.

COURSE OVERVIEW

This is a survey course designed to give business students a sense of what “Marketing” is all about. It examines how managers use the marketing concept to design exchanges that provide business customers and final consumers with desired utilities while meeting the firm’s goals (e.g., profit, service, growth). You will learn both the theoretical concepts of marketing and their application to marketing strategy and decision making. At the end of the course you will have:

- A working knowledge of marketing terminology, concepts, activities, and strategies;
- An understanding of marketing functions within the organization and in the context of external environments;
- Knowledge of the ways in which marketing contributes to attainment of the organization’s objectives and goals;
- An appreciation for the global and ethical aspects of marketing.

The Following Policies Apply to All Students in this Course:

A. Students attending the course who do not have the proper prerequisite risk being deregistered from the class.

B. Students have responsibility to ensure they are properly enrolled in classes. You are advised to review your official class schedule (using Web for Students) during the first two days of the summer session to ensure you are properly enrolled in this class and section. Should you find an error in your class schedule, you have until **Thursday, June 15** for Summer I to correct the error with your advising office. If registration errors are not corrected by this date and you continue to attend and participate in classes for which you are not officially enrolled, you are advised now that you **will not** receive a grade at the conclusion of the this class or for any class in which you are not properly registered.

C. Academic honesty: Cheating means to misrepresent the source, nature, or other conditions of your academic work (e.g., tests, papers, projects, assignments) so as to get undeserved credit. The use of the intellectual property of others without giving them appropriate credit is a serious academic offense. It is the University's policy that cheating or plagiarism result in receiving a failing grade (0 points) for the work or course. Repeat offenses may result in dismissal from the University.

D. For Summer I 2017 schedule adjustments can be made until **Tuesday, June 13**; late registration is possible through Tuesday, June 13 and the course withdrawal deadline is Sunday, July 2, 2017.

E. Students with disabilities: University policy 3342-3-18 requires that students with disabilities be provided reasonable accommodations to ensure their equal access course content. If you have documented disability and require accommodations, please contact the instructor at the beginning of the class to make arrangements for necessary classroom adjustments. Please note, you must first verify your eligibility for these through the Student Disability Services (contact 330-672-3391 or visit <http://www.registrars.kent.edu/disability/> for more information on registration procedures).

F. Application for Graduation

It is your responsibility to apply for graduation before the set deadline. If you apply after the deadline you will be assessed a \$200 late fee. Please see your academic advisor as soon as

possible if you are uncertain as to your progress toward graduation. The graduation application deadlines are follows:

Graduation Application Deadlines:

May Graduation: Apply before September 15th

August Graduation: Apply before December 15th

December Graduation: Apply before March 15th

To apply for graduation complete the following steps:

1. Log onto your Flashline account
2. Click on the Student Tools tab
3. Look in the Graduation Planning Tool Box
4. Click on Application for Graduation

If an error message appears, you must contact your advisor.

CLASS CONTENT DELIVERY

This is NOT an “independent learning” class. However, class content is delivered both in person and over the internet. This allows students to either take the class in a traditional classroom setting or as an online, web-based course. Web-based students view the lectures as online videos of the live class, which are uploaded each day after class.

Testing is done online. All tests are open book and open notes. The mini-tests are taken online and are not proctored. The midterm and final examination are proctored. In-class students must be proctored in the College’s computer labs (second floor Business Administration Building) or at another ***pre-approved*** (by me) testing center. Contact the instructor if you will be testing somewhere else. Web-based students must be proctored using Proctor U, a free (to online students) online proctoring service.

Lectures are given “live” from Monday through Thursday. These lectures are then made available on the web from the class Blackboard website as a “platform-free” video and in a .wma audio version (Window Media). They also are posted on video.kent (<https://video.kent.edu/>) in .mp3 audio and .mp4 video formats, which can be streamed or downloaded. These online lectures are available for the balance of the class. Again, THIS IS NOT A “SELF-PACED” web-class. Web-based students must “keep up” with the online lectures on a regular basis.

CLASS WEBSITE

The Marketing 25010 class website is available at <http://learn.kent.edu>. You are automatically enrolled in that site shortly after you register for the class. You can access the site with your Flashline name and password. The website is organized by topic as follows:

Home Page This is where you will find Folder which are key to the class including the “START HERE” folder, the “Learning Materials” Folder, and the “What ‘Type’ of Student Am I?” Folder.

START HERE Folder

This folder contains the basic information you need to know about the class including the Course Objectives, a copy of the syllabus, how to work with Blackboard, Information on taking the Midterm and the Final Exams, Instructions on getting set up with Proctor U (mostly for web-based students), and FAQ's about the class.

The **syllabus is always available online**. If it is revised, the revision will be available in this Folder.

Learning Materials Folder

This is where you can find your course learning materials including links to the Lecture Outline (when updated) links to the Housekeeping Slides and the Online Lectures (after they are given), and links to the Mini-tests, Midterm and Final Exam, and optional Extra Credit assignments.

- The Lecture Outlines cover the lectures and are designed to help you take notes while viewing the lectures. The Lecture Outlines are available for free download or for purchase.
- The Online Lectures provides links to the lectures in both video and audio only formats. These are videos of the live lectures created after the class. They will be posted, usually on the same day as the class, but virtually always within 24 hours of the live lecture.
- Housekeeping Slides - I do not provide PowerPoint slides of the lectures, but I do provide the Housekeeping slides from each day's lecture. These include the Marketing in the News slides, which have testable information in them. These are covered at the beginning of each day's class.

Testing Folders (within the Learning Materials Folder)

- Mini-test Folder. This is where you will find the 8 mini-tests. Mini tests are available for a limited time (usually for a 4 day period) listed on the schedule in this syllabus. You must take each weekly mini-test before the deadline; **DON'T FORGET ABOUT IT!** Make-ups are rarely permitted.
- Review Tests. These are available as soon as the mini-test closes and they remain available until the midterm or the final exam ends. You may use these review tests to continue working with the test bank after each weekly mini test closes. You can use the review tests anytime to assess your overall preparedness for the midterm and the final.
- Extra Credit – Instructions on how to register for the McGraw-Hill CONNECT assignments and other Research Extra Credit assignments are in this Folder.

GRADING

Grades are based on 8 “mini” exams (50% of the final grade) and a midterm exam (20% of the grade) and a final examination (30% of the final grade). These are timed exams. For the mini-tests, students have 15 minutes for standard testing (30 minutes for students registered with SAS and for international students for whom English is a second language). For the midterm and the final exam, the standard test time is 90 minutes (160 minutes for Extended Time students). Extra credit points are added to the final course grade. This class uses the plus/minus grading system.

Letter grades are assigned follows:

Course Avg.	Course Grade	Univ. GPA	Course Avg.	Course Grade	Univ. GPA
92.6+%	A	4.0	76.6-79.5%	C+	2.3
89.6-92.5%	A-	3.7	72.6-76.5%	C	2.0
86.6-89.5%	B+	3.3	69.6-72.5%	C-	1.7
82.6-86.5%	B	3.0	66.6-69.5%	D+	1.3
79.6-82.5%	B-	2.7	59.6-66.5%	D	1.0
			59.5 and below	F	0.0

NOTE: Students who want to become Marketing Majors must earn a “C” (2.0) or better in this course. A “C-“(1.7) does not meet this College of Business requirement. Once the final is taken and your Final Course Grade is calculated THERE ARE NO CHANGES made (except for corrections to errors). Students get the grade which they earn. If you “need” a high grade, then do well on the course assignments.

Calculating your final grade:

It is fairly common for students to incorrectly calculate their final grade. The correct calculation is:

$[(\text{Total of all Mini test scores}/8) \times .5] + (\text{Midterm exam score} \times .3) + (\text{Final exam score} \times .2) + \text{Extra Credit} = \text{Final Course Grade}$

For example, suppose you have a total of 750 out of a possible 800 points on the mini tests, a 40 out of a possible 50 on the midterm, and a 38 out of 50 on the final exam. You would have $750/800 = 93.7\%$ (.937) on the mini tests, $40/50 = 80\%$ (.80) on the midterm exam, and $38/50 = 76\%$ (.76) on the final. If you have no extra credit points, this works out to $(.5 \times .937) + (.2 \times .80) + (.3 \times .76) = .469 + .16 + .23 = .857$ or 85.7% which would be a “B” for the course. Extra credit points would be ADDED to the 85.7% to increase your course grade,

I have provided a “course Grade Calculator” for you. This is a spreadsheet that will help you calculate how you are doing (available from Blackboard Learn in the Mini-test Folder, as a click).

IMPORTANT NOTE about course grades. YOU need to watch for deadlines for mini-tests and extra credit assignments. **Once an assignment closes, it is very rare for it to be re-opened.** And, once we get to the final, all mini-tests and any extra credit opportunities will have been closed. So, **do them before their deadlines.**

Once the final is taken, your Final Course Grade is calculated using the above formula.

THERE ARE NO CHANGES to final course grades made for “being close” to the next higher grade, nor for “only being .1 away” from the next higher grade, nor for “really, really needing” the next higher grade. Students receive the grade that they have earned. The only possible adjustment to a final course grade occurs when a curve is needed or if an error in the grade calculation has been made by the instructor. IF, at the end of finals, there are not a reasonable number of A’s (or, if too many students are failing), it is possible that a curve will be created. In this case, a set number of points will be added to everyone’s final course grade. Should this occur, students will be informed via e-mail.

About the Mini Tests. These are 10-question multiple choice exams. The questions are randomly drawn from a pool of questions covering the lecture content. Four questions are drawn from the material covered in the class lecture (including Marketing in the News) and six questions are specifically based on the textbook. Some questions can only be answered if you have read and understood the concepts in the textbook while others will depend on your listening to and understanding the lecture material.

Over the course of the summer session, there are 8 “Mini Tests”. Each mini test covers the material presented in class for the previous two lectures. The tests will be available for at 4 days after the material has been presented. In order to take one of these tests, you must log into the class website. Clicking on the appropriate mini-test will call up a 10-question quiz randomly drawn from a pool of questions covering that topic area. You have 15 minutes to complete the exam (SAS students and International students for whom English is a second language should contact me for Extended Time testing, which is 30 minutes). When the time expires, your answers are automatically submitted.

You may take each mini test up to 5 times during the period it is available. Each time you take the exam, you will see a different set of questions randomly drawn from the question pool. The score from the best attempt is the one that counts for your grade. So if you have an 80% on a test, re-take it and get a 70%, your test score will be an 80%, unless you take the test again.

There are NO make ups for the mini exams (except in extraordinary and verifiable situations). . If you are unable to find a time to take a mini test at least once during time it is open, you will **receive zero points for the exam. That zero will count in the mini-test average.**

DO NOT FORGET TO TAKE EACH MINI-TEST. Please allow yourself some extra time in case you are taking an exam and there are problems with your internet connection. If you wait until the last few hours to attempt an exam, you do so at your own risk. Technical problems can happen at the last minute, sometimes because of the heavy traffic on the servers.

DO NOT WAIT UNTIL THE LAST HOUR ON THE LAST DAY TO ATTEMPT TO TAKE THE MINI-QUIZZES.

When you have successfully completed a mini test, you can check your grades in “My Grades” to make sure your score is recorded properly. This shows you how the test is scored in the instructor’s grade book.

Cautions and Warnings:

In general, if you cannot earn a 90% or 100% on the first three mini tests, you need to rethink how you are preparing for/studying for these tests.

Because this class is very convenient, there is a temptation to take shortcuts. The rule of thumb for college-level work is you need to spend 2-3 hours outside of class preparing for every hour in class. This means you should be spending 6-9 hours each week preparing for Marketing 25010 in addition to attending or viewing the lectures.

If you do not have all “9’s or 10’s” on your mini tests, it is either because the material is too difficult for you or because you have not been able to devote the time to the class that you had intended. Whatever the reason, it is a signal that you might not do very well in the class. If you drop the class before the add/drop deadline, the class will not show up on your transcript. If you choose to remain in the class after the drop/add deadline, you can choose to withdraw from the class up until Sunday, July 2, 2017 (a “W” for “withdrawal” will show on your transcript for the class).

MIDTERM AND FINAL EXAMS

There are TWO online, proctored examinations in this class. The Midterm and the Final Exam.

Midterm Examination: The midterm examination is worth 20% of the course grade and it includes all material through Lecture 8 (mini-test 4). The midterm exam is 50 questions and is timed to last 90 minutes. The questions are randomly drawn from the same pool of questions used for the mini-tests.

- The midterm is available for in-class students in the College of Business computer labs located on the second floor of the Business Administration Building and can be taken from any approved testing center.
- Web-based students must take the midterm exam **using Proctor U**, the online proctored testing service. When you go to take the test, you will need to show a valid KSU ID to the proctor assigned to the test.

Final Examination: The final examination for the class covers all material from Lecture 9 (mini-test 5) until the end of the term ending with Chapter 20 of the textbook. For in-persons students, the final is available in the College of Business computer labs located on the second floor of the Business Administration Building and can be taken from any approved testing center. Web-based students must take the final exam using Proctor U, the online proctored testing service.

The final is 50 questions and is timed to last 90 minutes. The final examination will consist of 50 questions randomly drawn from the same pool of questions used for the mini-tests. It is available Thursday and Friday in Week 5 of the term. When you go to take the test, you will need to show a valid KSU ID to the proctor assigned to the test. You will then be given the information for the final examination.

If you leave the exam website during the exam, lose your internet connection, or your exam just disappears, you may have to start over. If it appears to be necessary (due to technical problems), a pencil and paper version of the final may be substituted at the instructor's discretion.

The midterm and final exams are OPEN BOOK and OPEN NOTES and you can use a calculator (international students can use a standard, hard copy translation dictionary). You ***cannot use other electronic devices***. (no cell phones, no other computers, no electronic translators).

- This means you **cannot** make use of an "e-book" for the final.
- If you have taken notes on your computer during the semester, you will need to **print those out for the final** (you cannot access your computer during the final).
- You **cannot have mini-test questions and answers** in your possession (which is prohibited anyway).
- You **CANNOT have notes from other sources** (e.g., downloaded from the web) at the exam.
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There will be ***no make-up final exams***. It is your responsibility to find a time during finals week to take the online final exam. **DO NOT WAIT UNTIL THE LAST HOUR ON THE LAST DAY TO ATTEMPT TO TAKE THE EXAM.**

CLASSROOM POLICIES

Attendance. Students are expected to stay current with the course. At minimum students are required to check the class website multiple times per week in order to view the video lectures (for web-based students), check for announcements, take the mini tests, take the final, and to verify their grades during the class.

Attendance in person at the live lectures is optional, unless required by your program. If you choose to take the class using the online, web-based options, it is important to stay current with the lectures. The test questions come both from material presented in the lectures and those in the textbook.

If you prefer to learn and interact with the instructor in a traditional classroom setting, you are encouraged to attend the lectures in person. Web-based students are welcome to come to the live lectures. In-class students are welcome to make use of the online lecture..

Classroom Policies. Everyone has the potential to make a positive contribution to the classroom experience. The free exchange of ideas expected in a college-level course requires an atmosphere of mutual respect free from harassment and intimidation. In order to achieve this, the class will abide by the following principles:

- **Participation is a good thing.** If you have a question, ask it. If someone else is asking a question, or responding to a question, please listen courteously. If there is a point you don't understand, ask for clarification. If you have something to contribute, but are uncomfortable bringing it up during class, talk with the instructor outside of class to find a way to share your contribution. Students are encouraged to ask questions in class, or by e-mail (lmarks@kent.edu) or by contacting the professor during posted office hours (office 516BSA; Office phone 330-672-1266)
- **Distractions are a bad thing.** Please turn off cell phones and other electronic devices; if you need to take a call move outside of the classroom to do so. Be on time to class. If you must arrive late or leave early, do so with as little commotion as possible. Do not use in-class lecture time to chat (in person or on your cell phone) with others. Do not walk in front of the camera when lectures are being broadcast. If you re-enter the classroom please do so courteously.
- **Harassment will not be tolerated.** Consistent with University policy and common courtesy, no physical, verbal or other threatening or intimidating behavior of any sort, and for any reason will be tolerated in the classroom or in any class-related medium.
- **International Students.** KSU, the College Of Business, and the Department Of Marketing welcome international students. **If English is not your first language, you may want to register with me to have extended time on the mini-tests.** If so, send me an email from your KSU email. I will verify your status and then give you access to mini-tests with an extended time limit.
- **University Closings.** On some occasions, the University may cancel classes due to various situations. Please note that, if possible, I may still give a lecture and post it as a video archive. In that case, I will let students know via e-mail and expect that they will view the online lecture and be responsible for the material covered.

Communication Policy. Please use **e-mail for all "official" communication** with the instructor. My e-mail address is lmarks@kent.edu.

Because I teach more than one class, you **MUST** start the subject line with the phrase "**MKTG 25010**" AND THEN include the **actual subject** of your message after that phrase.

An example subject line is: **MKTG 25010 – Question about Quiz 2.** Allow one business day (that is, 24 hours Monday through Friday) for a response. If you are asking for personal information (for example, about a grade) you **MUST** use your KSU email address (not beerdrinker@gwis.net). Telephone messages and postings to the Vista 8.0 discussion forums do not count as "official" communications (I cannot verify that the message is actually from you)!

RESEARCH EXTRA CREDIT

Because one of the functions of a university is to create knowledge, students may be invited to participate in one or more research projects related to marketing. If such an opportunity becomes available in the summer (not a usual occurrence), there will be an announcement made to the class. Participants will receive a one-half percentage point (.5%) increase in their final grade for each project in which they participate. In order to ensure participation is voluntary, a student may choose not to participate in a research project and complete an alternative assignment (such as a book report) for the extra credit. Arrangements for the alternative assignment must be made at the time the extra credit opportunity is available. **In the summer sessions, research extra credit is rarely available.**

ENHANCED LEARNING EXTRA CREDIT (ELEC)

Since this is a large lecture class I cannot offer projects or other hands on experiences to interested students. Also, since it is required of many majors, I realize that not everyone will have the same level of interest in the class or motivation to do extra work. For students who ARE interested in “enhanced learning” (or for those who simply want to improve their grade), I will be offering “Enhanced Learning Extra Credit” opportunities during the semester. These will be based on the CONNECT PLUS material available at the publisher’s website for this class. Students should seriously consider getting a text book that includes a CONNECT registration code (the recommended text book does include that code).

There will be one ELEC offered each week for the first four weeks. They will open by Friday at noon and close on Tuesday at 11 p.m. Each ELEC will be worth up to .75% ADDED TO YOUR FINAL COURSE GRADE (if you earn all of the available points, you will increase your Final Course Grade by 3%!!).

- Like the mini-tests, for the ELEC’s I will record your BEST grade.
- On the ELEC’s, you can earn partial credit for less than 100% on the assignment.
 - So, for example, if you earn an 80% on your best attempt, you get $.8 \times .75$ or .6% added to your Final Course Grade
 - For the 4 assignments you can earn up to a total of a 3% INCREASE in your course grade!!

TENTATIVE CLASS SCHEDULE – 2017 Summer I

Monday, Tuesday, Wednesday, and Thursday 104 Merrill Hall (Section 010 live-CRN 10093
9:45 a.m. to 11:40 a.m. 011 web-based- CRN 10211)

Week	Month	Date	Chapter Topic	<u>Readings</u> (this schedule is tentative and will need to be adjusted to what we actually cover in each class)
Week 1	June	12 M	Lecture 1 -- Introduction and Customer Value & Marketing	Chapter 1
		13 T	Lecture 2 -- Marketing/Organizational Strategies and The Marketing Environment	Chapter 2 and Chapter 3
		14 W	Lecture 3 -- The Marketing Environment	Chapter 3
		15 H	Lecture 4 -- Ethical and Social Responsibility	Chapter 4
Week 2		19 M	Lecture 5 -- Consumer Behavior 1	Chapter 5
		20 T	Lecture 6 -- Organizational Buying	Chapter 6
		21 W	Lecture 7 -- Global Consumers & Markets	Chapter 7
		22 H	Lecture 8 -- Global Consumers & Markets; Marketing Research [END OF MATERIAL FOR MIDTERM]	Chapter 7 & 8
Week 3		26 M	Lecture 9 -- Market Segmentation (STP)	Chapter 9
		27 T	Lecture 10 -- New Products & Services; Managing Products and Brands	Chapter 10 & 11
		28 W	Lecture 11 -- Managing Products and Brands; Services Marketing	Chapter 11 & 12
		29 H	Lecture 12 -- Services Marketing; Price Foundation	Chapter 12 & 13
Week 4	July	3 M	Lecture 13 -- Building the Price Foundation, Arriving at the Final Price	Chapter 13 & 14

		4 T	Independence Day (NO CLASSES)	
		5 W	Lecture 14 -- Managing Marketing Channels and Supply Chains; Retailing & Wholesaling	Chapter 15 and 16
		6 H	Lecture 15 -- Integrated Marketing &DM	Chapter 17
Week 5		10 M	Lecture 16 – Integrated Marketing &DM; Advertising, Sales Promo, & PR, and Using Social Media	Chapter 17 & 18
		11 T	Lecture 17 -- Using Social Media	Chapter 19
		12 W	Lecture 18 --Personal Selling & Sales Management	Chapter 20
		13 H & 14 F	Final examination. Bring your KSU ID, text book, and lecture notes with you.	Proctored online exam. Available Thursday and Friday until 5 p.m.

MINI-TEST SCHEDULE
Available from <http://learn.kent.edu>

Mini Test	Opens not later than 5 p.m. on the date listed (and usually on the previous day)	CLOSES at 11 p.m. on:	Covers Lectures**
1	Wednesday 6/14	Sunday 6/18	1, 2
2	Friday 6/16	Tuesday 6/20	3,4
3	Wednesday 6/21	Sunday 6/25	5,6
4	Friday 6/23 End of material for midterm	Tuesday 6/27	7,8
5	Wednesday 6/28	Sunday 7/2	9,10
6	Friday 6/30	Wednesday 7/5 (accommodate 7/4)	11,12
7	Wednesday 7/5	Sunday 7/9	13,14
8	Friday 7/7	Tuesday 7/11	15,16
	No mini-test for this last week material	Covered on the Final exam	17, 18
<p>**Please note that this refers to the LECTURES covered by the exams. The Preliminary Class Schedule shows the CHAPTERS which are targeted for each lecture (subject to modification as needed).</p>			
<p>Mini tests are normally available after the material is covered in class for a minimum of four days. The expiration deadline is listed in the description for each mini-test. Should a change in this preliminary schedule be necessary there will be an announcement on the class website and the revised deadline will be included in the test description.</p>			

Preliminary ELEC Schedule

These are available from the class website Extra Credit Folder on Blackboard Learn

ELEC	Opens not later than 5 p.m.	CLOSES at 11 p.m.	Opens in:
1	Thursday 6/15	Tuesday 6/20	Week 1
2	Thursday 6/22	Tuesday 6/27	Week 2
3	Thursday 6/29	Wednesday 7/5	Week 3
4	Thursday, 7/6	Tuesday 7/11	Week 4

Three attempts for each ELEC. Each is worth up to .75% added to your final course grade.

Like the mini-tests, for the ELEC's I will record your **best** grade.

You can earn partial credit for less than 100% on the assignment.

If you earn an 80% on your best attempt, you get .8 x .75 or .6% added to your Final Course Grade

Earning a 100% on an ELEC will add .75% TO YOUR FINAL GRADE.

For the 4 assignments you can earn up to a total of a 3% INCREASE in your course grade!!

ACKNOWLEDGEMENTS: The concept for the way in which this course is offered, the approach to testing, and portions of the syllabus are based on the Principles of Marketing class offered by Dr. Bruce Robertson, San Francisco State University (<http://online.sfsu.edu/~robertbc/>). Many thanks to Dr. Robertson for pioneering this method of delivery.

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