Instructor Info:
Instructor: Professor Monti Beasley
Class Location: Sections 14 & 15 meet in Coleman 225D; Sections 5 & 6 meet in Bryan 202
Office Hours: T/TH: 11am-12pm in Bryan 374 via Starfish signup; Or other times by appointment
E-mail: m_beasley@unce.edu E-mails will be responded to as quickly as possible (allow 48 hours – next business day).

Course Info:
Catalog Description: This course focuses on business and professional communication. Emphasis is on effective persuasion, interpersonal, intercultural, and organizational strategies through business styles, formats and presentations.
Credits: 3 hours; SI: Speaking Intensive; WI: Writing Intensive
Prerequisites: Junior standing, admission to approved program

Course Materials and Requirements:
Canvas Proficiency: To Login, go to http://canvas.unce.edu and use your iSpartan username and password.

The Bryan School of Business and Economics Mission Statement:
In The Bryan School of Business and Economics, we create and disseminate knowledge about the theory and practice of business. In addition to our courses and research, we accomplish this through hands-on projects, global experiences and outreach to the community. Our work produces principled leaders and exceptional problem solvers who have a global perspective, an innovative mindset, a broad understanding of sustainability and a commitment to improve the organizations in which they work and the communities in which they live.

Course Philosophy and Overview:
Business is built on relationships, and relationships are built using effective communication. In this Writing Intensive (WI) and Speaking Intensive (SI) course, you will learn and practice oral and written business communication. Please note: The word “intensive” is used twice in the course description and accurately describes the rigor of this course. Be advised: If you cannot fully commit to the terms of the course, and allocate at least 2-4 hours per day outside of class (or an extreme minimum of 6 hours per week) as recommended by The Dean of Students Office, you should drop the course.

As in the business world, you are evaluated on your performance, not on effort. Therefore, as a performance-based course, you are graded on your performance activities, not on effort. The key to excellence is practice! As a WI and SI course, there is extensive material to cover and the pace is intense. Keep up with the readings and assignments and plan ahead. Don’t procrastinate or let yourself fall behind. It will affect the quality of your work and will negatively impact your grade.

Teaching Method:
This course is taught in a ‘flipped’ structure. A ‘flipped’ classroom is a pedagogical approach that inverts the traditional “lecture/homework.” You are to do passive work (like reading the textbook, additional articles and examples, watch videos, review text PowerPoints, take quizzes) outside of class; while the collaborative, problem-solving, decision-making and applying content learned and putting it into practice will be done in class. Classes incorporate activities/assignments; you will contribute to discussions, problem-solve, and engaged in group activities and converse with guest speakers. You will be participating in activities to reinforce your learning, and practically apply your knowledge through speeches and projects. It is important to have read the assigned chapters BEFORE class, so that you will be able to participate in discussion and concept application. Therefore, you MUST prepare for class; class participation is a significant portion of your grade.

Accommodations for Students with Disabilities:
To establish reasonable accommodations, students with disabilities are to contact the Office of Accessibility Resources & Services 336.334.5440 the first week of school. Pass paperwork to the instructor as soon as possible so provisions can be set up.
BUSINESS COMMUNICATION, MKT-309

Student Learning Goals as Applied to Course Objectives:
Upon successful completion of Business Communication, you will meet various learning components of critical thinking, ethical decision-making and strategy formulation with audience considerations relative to global and multicultural communication decisions. Specific course objectives are noted below:

1. Understand the importance of effective communication in the workplace.
2. Identify communication strategies to business situations.
3. Create responses to communication needs.
4. Conduct and evaluate research for business writings, reports and presentations.
5. Use accurate documentation of sources.
6. Write concise and organized documents using the appropriate format.
7. Utilize the Three-Step Writing Process.
8. Develop and demonstrate effective oral presentations with verbal and nonverbal proficiencies.

Common to All Business Students, You Will:
1. Implement the various steps of the critical thinking process, supported by the appropriate use of analytical and quantitative techniques, to formulate recommendations for subsequent decision-making.
2. Apply appropriate ethical standards when making recommendations for business decision-making.
3. Evaluate business decisions in the context of sustainability goals, balancing environmental, social and economic needs, conditions and potential decision impacts.
4. Formulate appropriate strategies, in the context of global issues and forces, to improve business performance in the world economy.
5. Explain the roles of innovation and innovation management in achieving successful business strategies, decisions and performance.
6. Plan, schedule, contribute to and lead projects.

Resources:
- Syllabus and Course Schedule. Please note the following: Before asking or e-mailing a question, reference this Syllabus and Course Schedule. If you e-mail a question already addressed in these documents, you will not receive a response. It is your responsibility to read and re-read these documents carefully.
- Resources for Plagiarism and Academic Integrity: http://sa.uncg.edu/dean/academic-integrity/
- Read, understand and abide by the Student Code of Conduct short link: http://sa.uncg.edu/handbook/student-code-of-conduct/
- The University Speaking Center: http://speakingcenter.uncg.edu (Requires appointment to be made 2 days before your presentation).
- The University Writing Center: http://writingcenter.uncg.edu
- UNCG Career Services Center: http://csc.uncg.edu
- University Libraries (Steve Cramer smcramer@uncg.edu): http://uncg.libguides.com/sth
- 6-TECH Technical Support: https://its.uncg.edu/help/ or at 336.256.8324
- APA Format on Purdue Owl Website: https://owl.english.purdue.edu/owl/resource/560/01/
- Spartan Alert: http://spartanalert.uncg.edu Please note: Use this link to check for University Status, Alerts and Announcements including updates regarding Adverse Weather. For adverse weather, we will follow the University schedule; look for make-up work via a Canvas announcement.

Course Policies and Procedures:
Plagiarism, Falsification of Course Documents or Cheating: These will not be tolerated. Adhere to the UNCG Academic Integrity (AI) Policy that can be found online at http://academicintegrity.uncg.edu. Written work will be submitted as a Turnitin assignment in Canvas unless otherwise instructed. Turnitin is a plagiarism prevention service which checks for unoriginal content in student papers - this includes work submitted by ANY current or previous MGT/MKT 309 students as well as online resources such as websites, etc. Understand the following: Turnitin meticulously examines all the text in your document and can trace any websites you visited and information you have referenced/included. Additionally, Turnitin provides the instructor with a detailed report (of any unoriginal content) that
can be used as documentation for an AI violation. Please note: Any violation of the AI Policy, such as an occurrence of plagiarism, falsification of course documents or cheating, could result in failure of the course. **Be advised:**

- An occurrence can equate to plagiarizing just one sentence from a consulted source. Do your own work!
- I need only to suspect plagiarism and or cheating has occurred to begin the investigative, formal process as outlined in the AI Policy.
- Falsification of course documents such as signing another student’s name on the class Sign-in Sheet is considered an AI violation. Please note: Both the student whose name was forged as well as the student who forged the name will be immediately disciplined through the AI process.
- If found guilty of an AI violation, this will remain on your record for life and will negatively impact admissions into future academic programs as well as employment opportunities.

**Participation/Attendance:**

**Attendance and Tardiness:** In the business world, absence and tardiness may result in disciplinary action and or termination. In this course, attendance is expected as well as arriving to class on time. If you want to be successful in this course, be on time and attend every class. There is no substitute for being in class and, attendance does not merely mean showing up, but requires active participation (e.g. class discussions, activities, workshops, etc.). Please note: Attendance will be recorded each day, and it is your responsibility to sign-in or you will be assumed absent. **5 absences equate to receiving a F for this course,** unless you have an extenuating/special circumstance(s) accompanied by the Dean of Students’ letter to me! If you **miss 4 classes,** you’ll receive 0% for Attendance (one letter grade); **miss 3** you’re eligible for a maximum of 4% out of 10.

**Participation**

You are expected to be actively involved and engaged in this course by:

- Attending every class. Honoring commitments and responsibilities.
- Being fully prepared for each class, which also includes referencing this Syllabus and Course Schedule regularly.
- Completing all homework prior to class and contributing thoughtfully to class discussions.
- Participating in lecture activities, in-class writing sessions, which will be used to apply and expand course information and, at my discretion, may be counted as your participation/attendance credit. Be advised of the following: If you are absent, you are not eligible to receive participation credit for any type of in-class activities (these are in-class ONLY and cannot be made up). Additionally, I do not take excuses or accept documentation of any kind, so please do not ask for an exception.

**Disruptive Behavior in the Classroom:** Any behavior that inhibits the learning process and or is disruptive to the classroom environment will not be tolerated. Examples include but are not limited to: excessive talking, usage of cell phones, iPads, iPads, pagers, etc., inappropriate use of laptops, disrespect for speakers (including fellow classmates, guests and instructor), aggressive language and or actions. Please note: It is imperative you read, understand and adhere to this policy, which can be found online at http://sa.uncg.edu/handbook/wp-content/uploads/disruptive_policy.pdf.

**Electronic Devices:** Cell phones, iPads, pagers, etc. are prohibited during class. Laptops are permitted **only** for note taking. Failure to adhere to this policy is considered a violation of the Disruptive Behavior in the Classroom Policy (above).

**Email Etiquette: Professor Beasley’s Guidelines**

1. Before emailing me with a question, review the syllabus, outline, or assignment instructions. Read the written instructions for an assignment more than once before emailing a question. Assignment feedback/help will not be given via e-mail, if the answer is clear in the syllabus/assignment. Perhaps, you should check your question with a classmate.
2. Make sure that your email clearly identifies **who you are.** Include your name at the end of the email, as you would in a letter. If your name, as you use it, is not the same as the name in the college system (which is what I will see on the roll sheet), please include both. Use your preferred name, but enclose your full name as you are registered in class. With over 250 students per semester, I cannot track all names to class.
3. Make sure that your email clearly identifies which **class you attend.** Include the Course number (MKT309) and Course Section (1-14) OR I will most likely not answer your email. Place this info on the TOP LINE (or subject line) of your email.
4. Clearly identify the subject of your email in the subject line. If you are asking a question about an assignment, make that clear. Put "Speech 1 Question" in the subject heading.

Beasley   3
5. Make sure that your message is clear. Be very specific and brief. You know what you are working on or thinking about when you write your email, but the person who reads it (ie, me) doesn’t know what you are thinking if you aren’t clear. Statements like "I am confused about the assignment" are often meaningless to a Professor; s/he won’t know what confuses you or even what specific assignment to which you are referring.

6. Know your professors’ names and address them appropriately. Look at your syllabus. The professor’s name—correctly spelled—will be there. It is also helpful in class.

7. Do not say something electronically that you would not say in person. Sending me an inappropriately written email may result in a request for you to re-write your email before I respond to the content.

8. E-mails must follow protocols listed within this syllabus.

9. Do NOT send e-mails through the Canvas Inbox (attachments do not always work in this Canvas system).

Assignments and Associated Percentages:
Grading Matrix:
A+ = 97-100%, A = 93-96%, A- = 90-92%, B+ = 87-89%, B = 83-86%, B- = 80-82%, C+ = 77-79%, C = 73-76%, C- = 70-72%, D+ = 67-69%, D = 63-66%, D- = 60-62%, F = 59% or below

<table>
<thead>
<tr>
<th>Assignments:</th>
<th>Percentage of Total Grade:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Report (17%) &amp; Rpt. Presentation (6%)</td>
<td>23</td>
</tr>
<tr>
<td>Speaking Assignments (2 = 12% each)</td>
<td>24</td>
</tr>
<tr>
<td>Writing Assignments (4 each approx. 6%)</td>
<td>25</td>
</tr>
<tr>
<td>Participation/Attendance (10%), Quizzes (9%) &amp; Discussion Posts (9%)</td>
<td>28</td>
</tr>
</tbody>
</table>

Grading:
You are to manage your emotions related to your performance and the resulting score. If you scored lower than you expected, my suggestion is for you to carefully review the professor and peer feedback, re-write the assignment, have it reviewed by the Writing Center, then schedule with me for a one-on-one Skype review appointment. You are held accountable for your skill development as learning progresses. This premise means grading gets more rigorous as we move forward. An ‘A’ score on the first assignment is most likely not ‘A’ quality performance on the final assignment. Other:

- It is your responsibility to check Canvas weekly for assignment and participation grades. Be advised: Grades posted in Canvas will not be discussed/reviewed after 14 business days. Do not wait until the end of the term.
- Do not email expressing frustration about a grade telling me the grade is wrong. Instead kindly requested a meeting with me to review the document for additional feedback (after reworking the document, as suggested above). Do not email me after searching for something to use to justify an increase in your score.
- Do NOT ask for a grade reconsideration, especially at the end of course. No begs for an ‘A’ – for any reason. Do not tell me you are a 4.0 student with the intention to influence me to post a higher grade.
- Given the depth and quantity of resources and information provided with this course, all assignments will be graded critically and unsympathetically. As previously stated, be responsible and utilize all resources provided (PowerPoints, assigned readings, activities, videos, etc.). Resources and information have been carefully selected to help you understand course materials and aid in completing assignments. **Be advised:** If you choose not to use the resources and information provided in this course, you choose to lower your grade significantly, and you may not pass this course.
- The above grading matrix will be used and specific Writing and Speaking Grading Rubrics are posted in Canvas. Carefully review the Writing and Speaking Grading Rubrics to fully understand assignment expectations.
- Assignments will be graded as quickly as possible (minimum of 12-14 business days). To determine a general time frame for when your assignment will be returned, count 14 business days after the day it is turned in. Additionally, since assignments do not build off each other and differ in format, concept and scope, you may turn in one assignment, prior to receiving a grade from a previous assignment.
- Final course grades are not rounded up. When final grades are complete in Canvas, 24 hours later final grades will be posted to Genie.
- Grades are not “given,” they are “earned” based on your demonstrated performance. As in the business world, you are evaluated on your performance, not on effort. Therefore, as a performance based course, you are graded on your performance activities, not on effort. Remember, the key to excellence is practice!
Submitting Assignments:
Follow assignment directions carefully and submit your work as requested. Points will be deducted if you do not. Understand, in the business world, not following directions can negatively impact your credibility and may result in lost promotions and or, in termination.

To ensure successful submission of your Canvas assignments:
1. Canvas assignment links will not be available after the designated due date/time. Late work is not accepted. Do not ask.
2. No extra credit is offered. Do not ask.
3. No make-up work is offered. Do not ask.
4. Submit assignments in advance of the designated due date/time to allow for any unforeseeable technical difficulties preventing a timely and successful submission.
5. Be sure to post the correct file/version of your assignment. Assignments will not be re-graded due to an incorrect file submission. Use ONLY MS Word for Writing documents and PowerPoint for presentation software.
6. If posting/submitting an assignment early, it is considered complete and may be subject to early grading. Assignments will not be re-graded if already graded.
7. Save your work as a Word file, use 12 pt. font and follow this specific document naming convention: FirstNameInitialLastNameAssignmentNameMKTSection#.doc. For example: MBeasleyResumeMKT14.doc
8. Go to http://guides.instructure.com for information on supported browsers for Canvas.
9. If you encounter problems submitting your Canvas assignment, you are to first contact 6-TECH Technical Support at 336.256.8324 or at 6-tech.uncg.edu and open a Service Desk Ticket. Second, inform me of the problem via an e-mail, which includes your Service Desk Ticket number.

Late Work: To ensure fairness to all students, late work will not be accepted. If not submitted by the designated due date/time, you will receive an automatic zero for the assignment.

Assignment Prep
For the preparation work associated to the speaking and writing assignments, you must have all pieces posted on time for full credit. If you chose to not complete the PREP or DRAFT portions of the assignment then you chose to lower your grade by one letter grade for EACH part of the assignment.

Writings:
There are 4 main Writing assignments. Specific instructions for each assignment will be posted in the Canvas assignment tab entitled “Writing.” Writing assignments are as follows:
Writing #1: Memo regarding your assigned company
Writing #2: Write 2 Goodwill Letters (pick 1 of 2 options then write it in both Direct and Indirect)
Writing #3: Persuasive Application Letter & Resume Please note: Your resume must be submitted and approved via the Career Services Center Online Resume Approval Process through SpartanCareers. If not submitted and approved through SpartanCareers by the designated date/time, you will receive an automatic zero.
Writing #4: E-Portfolio on YOU.

As a WI, business communication course, revising your work is an important part of the Three-Step Writing Process and necessary to produce high-quality, professional documents. Feedback is provided to you to improve your business writing skills and techniques and, I expect to see this feedback applied to all future assignments including Writing, Research, Speaking, etc. Save all files as a Word file and in 12 pt. font and follow this specific document naming convention: FirstNameInitialLastNameAssignmentNameMKTSection#.doc. For example: MBeasleyW1MKT14.doc (The FV Resume may need to be saved as a pdf file to save all special formatting).

With most Writing Assignments, you will produce:
1. Draft Copy (DC): On designated days, class time will be used as an in-class writing to review and check your writing assignment. Resources, instructor guidance and peer review will be available during these days. On these days, failure to attend class in its entirety and bring the necessary items listed below will result in negative implications to your assignment grade.
   Please note: Due at the BEGINNING OF CLASS on the assigned due date, bring the following to the Writing Workshop: 1) Typed, printed, highly polished, completed Draft Copy of the upcoming writing assignment and 2) Your textbook, lecture
notes, etc. During the workshop, your Draft Copy will be reviewed by a Peer Reviewer and at the end of class, returned to you with a Feedback Sheet. Feedback Sheets are: 1) Only available by attending Writing Workshops in their entirety and 2) Helpful in completing and checking your assignment and will provide you with a point of reference as to my expectations.

2. Final Version (FV): To create Final Version apply comments received on Draft Copy and the Feedback Sheet to rewrite/revise the assignment demonstrating significant improvements and mastery of course material, concepts, skills, etc. Please note the following: 1. The FV is submitted for a grade and should be highly polished in content, format, appearance, etc. 2. FV must be submitted as an assignment in Canvas PRIOR TO CLASS using the appropriate assignment link(s) provided in the Writing module. Your Draft Copy and Feedback Sheet are not needed for FV Canvas submission.

3. Lastly, note the following: 1. Review the Writing Rubric posted in Canvas to understand how you will be graded for these assignments. 2. Contact the University Writing Center for additional assistance and resources to aid in revising your work (face-to-face and online sessions are available). If English is your second language, you are encouraged to seek this assistance and 3. How feedback will be given: Graded work will be available in Canvas.

Speeches:
- There are 2 Speaking assignments in addition to your final research report presentation. Specific instructions for speaking assignments will be posted in the Canvas assignment tab entitled “Speaking.” To ensure fairness to all students, be advised of the following:
  - There are no make-up days for speeches. If you miss (e.g. forget your speech day) and or are absent on day(s) you are assigned to present, you will receive zero for your speech. Additionally, do not be late on your speech day. If you arrive late (after your name is called), you will receive a zero for the assignment.
  - Do not walk into the classroom during a student’s presentation; instead, wait until he/she has completed.
  - If you wish to use a presentation advancer, it is your responsibility to bring or borrow one. Instructor advancer is not available for general use.
  - You must complete a consultation at the UNCG Speaking Center for the first speech, PRIOR to your class presentation. The Speaking Center requires a two-day notice for scheduling an appointment. The Center opens/closes????. Do not offer excuses as to why you were not able to complete this as required. Proof of visit is required.
  - During the speeches, you will participate by offering positive feedback to the speaker and/or be a timekeeper.
  - If you elect to not complete both presentations, you most likely will fail the entire course, as our course is speaking intensive.
  - Use your own phone or video equipment to record your presentation. You are to review it and include what you learned about yourself in your speaking reflection.
  - While you may pick your topics (within the assignment parameters), you are NOT to choose a topic related to religion, sex, politics, or has a negative base. If you break this rule, you choose a zero grade on the assignment.
  - If you are feeling intensive anxiety, I invite you to talk with me.
  - If you speak with an accent, consider speaking a little slower to give the audience listening interpretation time.
  - Email the completed Speech Planning Document, Powerpoint slide, your Speaking Center proof, (and any other required item(s)) to me for prior approval by 5pm the night before, at the latest. (Some PREP is due a week before).
  - As a SI, business communication course, it is necessary to practice presentation delivery and receive and apply feedback to improve oral communication skills. Therefore, speaking assignments are as follows:
    - Speech #1: Extemporaneous Instructional “How to” Presentation complete with audience handout
    - Speech #2: Extemporaneous Persuasive Recruitment - Job Fair Event- Sell Your Co.
  - Review the Speaking Rubric posted in Canvas to understand how you will be graded for these assignments.
  - Contact the University Speaking Center for additional assistance and resources to aid in writing your outline and delivering your speech (face-to-face and online consultations are available). If English is your second language, you are encouraged to seek this assistance.
  - How feedback will be given: Graded work will be available in Canvas.
  - Read, re-read and follow specific assignment directions carefully and submit your work as requested. Points will be deducted if you do not.

Research Report and Presentation:
Business professionals need to know how to gather information to advance the decision-making process; therefore, you will be required to complete an informal, investigative research report. Specific instructions for this assignment will be posted in the Canvas assignment entitled “Research Report.” This report is worth 17% of your total grade.

**Final Presentation Speech:** On our last class day and final exam day, you will present the findings of your Research Report. This presentation is worth 6 percent of your total grade. Specific instructions for this assignment will be posted in the Research Report Canvas assignment. You must complete a consultation at the UNCG Speaking Center for this presentation, PRIOR to your class presentation. The Speaking Center requires a two-day notice for scheduling an appointment, and their hours may change at the end of the semester.

**Final Exam Days for this Fall 2017 Semester:**
- MKT309-15(9:30am) Thurs. Dec. 7th 8-11 AM
- MKT309-14(8am) Tues. Dec. 5th 8-11 AM
- MKT309-5(3:30pm) Thurs. Dec. 7th 3:30-6:30 PM
- MKT309-6(5pm) Tues. Dec. 5th 3:30-6:30 PM

**Peer Feedback**
The purpose of feedback is to ‘see’ areas for improvements, and therefore, create improvement goals. In this course, we will practice delivering honest and respectful feedback that is not emotionally negative. Your job is to offer quality feedback on peer work, as well as learn how to manage any negative feelings you might have to the information you receive. A second purpose is for you to expand your thinking by reviewing another’s work; you get to see how that person solved the same problem differently than you. Use the information well by turning the negative into a goal. Canvas written assignment peer feedback is due within a week of the assignment’s due date. As I am grading, I’ll review what is posted, and if I perceive the post as disruptive to the receiver, I will delete it, and this deletion will reduce your required contribution and potentially reduce your feedback grade. You will receive your peer feedback grade at the end of term.

Post your feedback within one week. You are to offer three items of what a person did well, and three suggestions for improvement. Use the Business Writing Checklist and Rubric to help you evaluate the document and choose your items to offer. Quality matters to your grade.

**To Be Successful in this Course:**
- Take careful notes during speaker lectures. The material given during lectures is not available in your textbook and is needed to successfully complete assignments. The textbook as well as additional readings, resources, examples, etc. are used to supplement the lecture content.
- Reference this Syllabus/ Course Schedule on a regular basis. Please note the following: Given the Course Schedule clearly provides the daily agendas, how to prepare for class and necessary assignment due dates, etc., verbal in-class reminders are not given as it is your responsibility to be prepared.
- When not prepared for class by completing homework or by bringing the required materials, etc., you may be dismissed from class. If applicable, you will receive the designated assignment deduction and or lose any related participation points for that day.
- In Canvas, make sure your Notifications preferences are set to receive a notice ASAP for all Announcements.
- Be on time and attend every class. Please note: If you choose not to attend class, you choose to lower your grade significantly and you may not pass this course.
- Always bring your textbook to class.
- Check Canvas prior to class for: 1) Announcements, read each Announcement carefully and or 2) Expansion of the daily schedule.
- Do not start packing your belongings until I indicate the class is complete.
- Be responsible and utilize all resources provided (PowerPoints, assigned readings, in-class activities and workshops, videos, etc.). Resources and information have been carefully selected to help you understand course materials and aid in completing assignments. Be advised: If you choose not to use the resources and information provided, you choose to lower your grade significantly and you may not pass this course.
- Read all assignments in advance and bring questions to class for discussion. Please note the following: It is your responsibility to take initiative and be prepared by carefully reading assignment instructions prior to class. Class time will be used to discuss specific questions related to the assignment and or to show where resources/information are in Canvas. Class time will not be used for lengthy re-reading of the assignment. If you e-mail a question regarding how to complete an assignment, the day before it is due, it is unlikely you will receive a timely response.
By enrolling in this course, you agree to the course timeline, deadlines and responsibilities. You are to manage your time accordingly– everyone has personal and professional responsibilities to balance.

Assignments are exercises in the balance of following directions and applying ingenuity. Detailed directions will be provided to help with assignment completion. Follow these directions carefully and fulfill assignment requirements as noted. Points will be deducted if you do not.

Pay close attention to detail when completing each assignment. Read and follow all instructions.

Complete all assignments (graded or not). Please note: If you choose not to complete an assignment, you choose to lower your grade significantly and you may not pass this course.

Always cite all sources of information in correct APA format. IMPORTANT: For help with APA format go to: 1) http://unCG.libguides.com/citation, 2) https://owl.english.purdue.edu/owl/section, 3) The UNCG Writing Center or 4) the Library and seek help either via face-to-face or online consultations with our Librarian (Steve Cramer) http://unCG.libguides.com/sth.

Be respectful and courteous to everyone ALWAYS. Disagreement is ok, remember it is not just WHAT you say but HOW you say it.

If you have questions, need help, clarification or do not understand something, you are encouraged to schedule an appointment during Office Hours, as I am waiting to help. Please note: It is essential to read assignment instructions when assigned on the Course Schedule and make appointments in advance for visiting Office Hours if you foresee questions or need help.

SYLLABUS AND COURSE SCHEDULE AGREEMENT FORM

By enrolling in this course, you agree to the Course Syllabus and Schedule (including the timeline, deadlines and your responsibilities). Additionally, if you cannot fully commit to the terms of the course, and allocate at least 2-4 hours per day outside of class (or a bare minimum of 6 hours per week) as recommended by The Dean of Students Office, you should drop the course.

Your signature below acknowledges the following:

1. I have received and carefully read the Course Syllabus and Schedule for MKT 309 Fall 2017.
2. I understand that if I e-mail a question already addressed in the Syllabus/Schedule, I will not receive a response.
3. As explained in the Syllabus, I understand the required Course Materials, Student Learning Goals, Course Philosophy, Policies and Procedures as well as Expectations and Requirements regarding assignments, attendance, participation and grading.
4. I understand the Course Schedule clearly provides the daily agendas, how to prepare for class and necessary assignment due dates, reminders, etc. and that verbal in-class reminders are not given as it is my responsibility to be prepared for class and to know assignment due dates, etc.
5. I understand when absent from class, I chose to lower my grade. 5 absences, I fail; 4 times, I drop a letter grade.
6. I understand when not prepared for class by completing homework or by bringing the required materials, etc., I may be dismissed from class and/or I will lose any related participation points for that day.

Print Name: _______________________________________________________________

Signature: __________________________________________________________________

Date: _____________________________________________________________________

This Agreement Form is to be printed, signed/dated and uploaded on your first day of class.
Be advised: If not brought on your first day of class, you may be dismissed from class and if applicable, lose any related participation points.