Department of Marketing, Entrepreneurship, Hospitality and Tourism

MKT 309: Business Communications
M/W/F: Section 01/9 a.m. | Section 02/10 a.m. | Section 03/11 a.m. | Section 04/1 p.m.
All Sections in Bryan 106
Spring 2020

Course Syllabus is subject to change.

Instructor: Ms. Lori Mackowski
Office: 380 Bryan
Office Hours: Wednesdays from 2:00-3:00 p.m. and, by appointment. To schedule a 15-minute appointment, use the StarFish link located within the Canvas course. Please note the following:
1. Do not double book appointments.
2. If you are unable to keep your appointment, please cancel so the time slot is available for another student.
3. Be on time for your meeting.
4. Prior to the meeting, e-mail me your assignment. For/at the meeting, bring a printed, hard copy of your assignment so you can take notes.

E-mail: lamackow@uncg.edu (best way to contact me). Please note the following: 1) E-mail me using iSpartan and, do not send e-mails through the Canvas Inbox as you will not receive a response, 2) E-mails will be responded to as quickly as possible during the business day and 3) Grade discussions, assignment feedback, etc. will not be given via e-mail or before/after class, only during a scheduled appointment.

GENERAL COURSE INFORMATION:
Description: Business and professional communication: teamwork, communication technology, verbal and non-verbal strategies in a problem-solving innovation context. Emphasizes effective persuasive, interpersonal, intercultural, and organizational strategies through business styles, formats, and presentations.

Prerequisites: Junior standing and admission to an approved Bryan School of Business and Economics program.

Overview: This marketing class is heavily focused on Innovation, Design Thinking and Innovative Practices and, as a Writing Intensive (WI) and Speaking Intensive (SI) course, will incorporate the practice of business writing and speaking through individual and team work. Assignments are structured in relation to a hands-on Innovation Project to reflect an important business context as well as to cultivate the problem-solving and human capacity skills, knowledge, and mindsets useful for working in changing, challenging, collaborative and, uncertain environments.

Time commitment: This course requires you to allocate at least 2-4 hours per day outside of class (or a minimum of 6 hours per week) as recommended by The Dean of Students Office. Additionally, the Innovation Project is extensive and, while some class time is provided for individual and group work, a significant amount of time should be allocated outside of class. As related to the time commitment for this course, please note the following:
1. Given the difficulty of meeting outside of class, teams are advised to use the provided class time efficiently.
2. Teams/members are responsible for scheduling meetings.
3. If you cannot fully commit to the terms of this course, you should drop the class immediately.

Required supplies:
- To complete some of the speaking assignments in this course, you will need an acceptable device for filming such as a smartphone, iPad, digital camera with video capabilities or webcam.
- For the Innovation Project, teams/members will need to purchase/bring the following types of items to class on designated days: Easel pad, masking tape, post-it notes, craft supplies, markers, etc. Purchase and coordination of supplies will need to be determined by each team and, all costs incurred need to be equally divided amongst members.

Resources:
- Syllabus and Course Schedule. Please note the following: 1) 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) and 2) It is your responsibility to read and re-read these documents carefully.
- Links for the following resources are provided within the Canvas course: Plagiarism and Academic Integrity, The University Speaking Center, The University Writing Center, University Libraries, 6-TECH Technical Support and Spartan Alert.

Teaching Methods: Course content is delivered via Canvas and the classroom environment, through lectures, assigned readings, class discussions, in-class assignments and or activities.

LEARNING OUTCOMES
The Bryan School of Business and Economics Mission Statement and Student Learning Goals:
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.

Common Bryan School Learning Goals:
1. Students will 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. Students will apply appropriate ethical standards when making recommendations for business decision making.
3. Students will evaluate business decisions in the context of sustainability goals, balancing environmental, social, and economic needs, conditions, and potential decision impacts.
4. Students will formulate appropriate strategies, in the context of global issues and forces, to improve business performance in the world economy.
5. Students will explain the roles of innovation and innovation management in achieving successful business strategies, decisions, and performance.
6. Student will be able to plan, schedule, contribute to, and lead projects.

Impact of this Course on the Student Learning Goals:
Upon successful completion of this course, you will be able to meet various components of two program-learning goals:
- Learning Goal #5 Innovation: This course will introduce (1) three aspects of innovative thinking—mindfulness, mindsets and strengths and (2) the Design Thinking problem-solving approach. The innovation assessment is an end-of-term essay on these two components. Included in this goal, you will:
  o 5.1: Understand the process and product of innovation
  o 5.2: Relate the innovation process to value in business strategies, decisions and performance
- Learning Goal #6 Collaboration and Communication: In this course, you will study effective business writing and presenting. Additionally, in teams, you will plan and manage a semester-long project focused on a real client’s business need—producing draft and final writing and speaking products. The written assessment is the end-of-term innovative essay and, the speaking assessment will be the video presentation of the project. Included in this goal, you will:
  o 6.1a: Employ multiple forms of written communication techniques to deliver the most effective communication for the situation
6.1.b: Employ multiple forms of spoken and nonverbal communication techniques to deliver the most effective communication situation.

Course Outcomes:
In this course, you will also be introduced to various learning components of critical thinking, ethical decision-making and strategy formulation with audience consideration relative to multicultural communication and, in order to achieve these Course Outcomes, you will:
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 business research for evidence-based writings and presentations.
5. Use accurate documentation of sources.
6. Write concise and organized documents using the appropriate format.
7. Use the Three-Step Writing process.
8. Write reports based on evaluation of data.
9. Develop and demonstrate effective oral presentations with verbal and nonverbal proficiencies.
10. Understand the positive human capacities for deep insight, collaboration, and innovative problem-solving.
11. Develop skills to conceive, research, prototype, and design innovations using verbal, nonverbal, visual-figurative, and written forms of communications.

WI and SI Learning Outcomes and Expectations for Students:
For this WI and SI course, please read/understand the following Learning Outcomes and Expectations for Student Participation:
- The General Education Learning Outcome for a WI course is Students will be able to write in genres appropriate to the discipline(s) of the primary subject. As such, this course will promote your ability to write clearly, coherently and effectively as well as adapt mediums of communication specific to the needs of your audience.
- The General Education Learning Outcome for a SI course is Students will be able to speak in genres appropriate to the discipline(s) of the primary subject. As such, this class aims to further develop your ability to speak clearly, coherently and effectively as well as adapt modes of communication specific to the needs of your audience.

Additionally, with 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. Do not procrastinate and do not let yourself fall behind. It will affect the quality of your work and will negatively impact your grade.

COURSE POLICIES AND PROCEDURES:
- Plagiarism, Falsification of Course Documents or Cheating: Will not be tolerated. Adhere to the UNCG Academic Integrity (AI) Policy that can be found online at https://osrr.uncg.edu/academic-integrity.
- 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 of 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:
  o An occurrence can equate to plagiarizing just one sentence from a consulted source. Do your own work!
  o I need only to suspect plagiarism and or cheating has occurred in order 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 Attendance 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, my standard procedure is to 1) issue a 0/zero for the assignment and 2) have the incident documented on your permanent record —negatively impacting admissions into future academic programs as well as employment opportunities.

- **Accommodations for Students with Disabilities:** In order to receive appropriate academic accommodations, students with documented disabilities (mental or physical) must register with the Office of Accessibility Resources and Services (OARS). Please note: Until the OARS registration process is complete, students are not eligible for accommodations.

- **Consideration for your Health and Wellness:** Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Contact Student Health Services and or The Counseling Center for help with these or other issues by calling 336-334-5874, visiting the website at https://shs.uncg.edu/ or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

- **Assigned Seats and Teams:** In this class, you will be assigned seats in order to foster engagement and discussion in course content. Additionally, teams for the Innovation Project will be assigned by the instructor.

- **Team Work:** To successfully complete the extensive Innovation Project, team communication, collaboration, professionalism, engagement and commitment to the project are essential. As in the business world, team members must find ways to communicate effectively and regularly, attend team meetings, collaborate and treat one another professionally and with respect. If any member of the team is not participating in any way, team members are to document the behavior for inclusion in the Peer Evaluation process. Please note the following:
  1. The only recourse to penalize team members who are not participating, not honoring the team contract and or not producing quality work is through the Peer Evaluation process which will occur twice during the semester (as noted on the Course Schedule).
  2. All team members should take the Peer Evaluation process seriously. If you receive poor evaluations, these will negatively impact your final course grade and, you may not pass the course.

- **Late Work:** All graded assignments are to be posted in Canvas by the designated due date/time. If there is not an assignment posted for you/your team in Canvas, I will assume you/your team chose not to submit and, you/your team will receive a 0/zero. The Late Work policy does carry one caveat, a “Get Out of Jail Free” Card. This card entitles you/your team to submit ONE late assignment (applies only to the designated assignments below)—no later than 48-hours after the original due date/time and or of my notice that your assignment submission was not received. Use this card wisely and read/understand the following terms:
  o Save this card for an emergency, illness or technical issue preventing a timely assignment submission.
  o Applies only to graded Individual Writing/Speaking assignments. Please note: This does not apply to in-class speeches, the Speaking Extemporaneous assignment, homework, Extra Credit, in-class assignments/activities/PR or ICW sessions or, the final project submissions. Additionally, this card does not apply to incomplete assignment submissions or incorrect assignment submissions.
  o To redeem this card, you must e-mail me stating you/your team wish to use your Get Out of Jail Card and, include your assignment as an attachment to the e-mail.
  o Very Important: If you do not e-mail me/submit your assignment within the 48-hour period, you/your team will receive a 0/zero. No exemptions, excuses, discussions, etc.

- **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, in-class assignments/activities, etc.). Please note the following: 1) Attendance will be recorded each day and it is your responsibility to sign-in or you will be assumed absent and 2) If you are late to class (i.e. class starts on the hour and anything after the hour is considered late) and the Attendance Sheet has already circulated, you may not be allowed to sign-in and you may not be eligible for participation credit if applicable.
Please note:

- If you have more than 5 absences (at the 6th absence), you may receive an “F” as a final grade.
- Absences are at your discretion and I do not categorize them as excused/unexcused.

- 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, iPods, pagers, etc., inappropriate use of laptops, disrespect for speakers (including 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 https://sa.uncg.edu/handbook/policies/disruptive-behavior-in-the-classroom/
- Electronic Devices: Cell phones, iPods, 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. Please note: It is imperative you read, understand and adhere to the Disruptive Behavior in the Classroom Policy which can be found online at https://sa.uncg.edu/handbook/policies/disruptive-behavior-in-the-classroom/
- Faculty and Student Guidelines: Read, understand and abide by these guidelines that can be found online at https://bryan.uncg.edu/wp-content/uploads/2017/08/faculty_student_guidelines.pdf
- Student Code of Conduct: Read, understand and abide by this code of conduct that can be found online at https://sa.uncg.edu/handbook/student-code-of-conduct/
- Adverse weather: We will follow the University schedule unless otherwise notified via a Canvas announcement.

- Submitting Assignments:
  - IMPORTANT: If you encounter problems submitting your Canvas assignment, you are to first contact 6-TECH Technical Support and open a Service Desk Ticket. Second, inform me of the problem via an e-mail, which includes your Service Desk Ticket number.
  - Before submitting your first assignment, please do the following:
    1. Be sure to read and utilize the information provided in the link titled “Instructions for Submitting Canvas/Turnitin Assignments.” This link is located in the Start Here! Canvas Module.
    2. Go to http://guides.instructure.com for information on supported browsers for Canvas.
  - 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.
  - Be sure to post the correct file/version of your assignment. Assignments will not be re-graded due to an incorrect file submission.

- To ensure successful submission of your Canvas assignments:
  1. Confirm you are using an updated and Canvas supported browser.
  2. Be advised: Canvas assignment links will not be available after the designated due date/time.
  3. Submit assignments in advance of the designated due date/time to allow for any unforeseeable technical difficulties preventing a timely and successful submission. Please note: It takes more than 5 minutes to correctly upload an assignment. Do not wait until the last minute to post/submit an assignment as the link will expire.
  4. Be sure to use a computer to post assignments, not a phone or tablet.
  5. Complete the entire submission process. Be sure you receive the Digital Receipt as it documents the successful submission of your assignment. Please note: If there is not an assignment posted for you/your team, I will assume you/your team chose not to submit and, you/your team will receive a zero/0.

TO BE SUCCESSFUL IN THIS COURSE:

- IMPORTANT: Make sure your Canvas Notifications preferences are set to receive notices ASAP for all Announcements.
- IMPORTANT: Refer to the Course Schedule regularly to ensure you do not miss any due dates. Please note: Not all assignment due dates are included in the Canvas calendar.
• Check Canvas prior to class for 1) Announcements, read each Announcement carefully and or 2) Expansion of the daily schedule.
• Take careful and detailed notes during lectures and while watching any in-class videos. The material given during lectures is not available in your textbook and is needed to successfully complete assignments and activities. The textbook as well as additional readings, resources, examples, etc. are used to supplement the lecture content.
• Reference this Syllabus and Course Schedule on a regular basis. Please note the following:
  o 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 for class (e.g. what to bring) and to know assignment due dates, etc.
  o When not prepared for class by bringing the required materials, etc., you may be dismissed from class. If applicable, you will lose any related participation points for that day.
• 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.
• Bring your textbook and personal computer to each class.
• Be responsible and utilize all resources provided (PowerPoint lectures, assigned readings, in-class assignments/activities/PR and ICW sessions, 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:
  o It is your responsibility to be prepared by carefully reading assignment instructions prior to class.
  o 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.
• Follow assignment instructions carefully and fulfill requirements as noted. Assignments are exercises in the balance of following directions and applying ingenuity. Detailed directions will be provided to help with assignment completion.
• Pay close attention to detail when completing each assignment.
• 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.
• Cite all sources of information in correct APA format, using Footnotes.
• Be respectful and courteous to everyone at all times.
• Accept responsibility. By enrolling in this course, you agree to the course time commitment, deadlines and individual and team responsibilities. You are to manage your time accordingly– everyone has personal and professional responsibilities to balance. Please note: If you cannot fully commit to the terms of this course, you should drop the class immediately.
• Accept and manage ambiguity. Some aspects of this course/the assignments may be ambiguous. Managing ambiguity and or uncertainty, and the ability to defer judgment are key critical thinking skills that impact your ability to problem-solve. Life is full of ambiguity and, in this course you will learn strategies to help manage uncertainty. Additionally, while every attempt to be clear in both course content and assignment instructions have been made, interpretations may differ. Therefore, if you have questions or feel unclear, it is your responsibility to ask questions.
• Take advantage of Office Hours. 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 and make appointments in advance for visiting Office Hours if you foresee questions or need help.
ASSIGNMENTS:
For all assignments, specific instructions will be posted in Canvas. The Innovation Project outlined below serves as the basis for all Writing and Speaking assignments:

Innovation Project:
This semester-long Innovation Project is a means of learning to how to communicate, collaborate, research, problem solve and design an innovation in a real-world context. You will be placed into teams and required to develop an innovation for an actual organization using the assigned case and client. Although innovation is typically thought of as a new product or service, it can be any new or improved product, process, system, or model that addresses a market or operational opportunity or challenge.

The approach to innovation taught in this course is called Design Thinking, a relatively new method adopted by leading companies such as Google, Apple, Pepsi, and even the U.S. Marines. As such, you will learn the Design Thinking methods, mindsets, steps, and tools in order to apply it to organizations.

The core components of this approach will be taught through the Innovation Project and business communications assignments. This way, clarity, structure, insight, persuasion and other key principles of impactful business communications, along with the ability to solve problems adaptively and effectively with others, are instilled in tandem.

Some class time will be provided to work on the project throughout the semester. However, a significant amount of work will be done outside of class. At the end of the semester, teams will present their work publicly in both written and spoken forms by producing an Investigative Research Report and a PowerPoint/Video Presentation. Please note the following:

- The client organization may receive these deliverables to see how effectively students conceive and deliver a targeted innovation as well as communicate the concept, design, and strategy of the innovation.
- If for any reason you are uncomfortable with the client, the project or workload, you are welcome to drop the course and take it at a future date when there will be a different client, project and schedule.

Innovative Practices such as Character Strengths, Mindsets and Mindfulness will be taught to facilitate individual and team business communications and innovation activities. You will learn about listening, empathy, agility, collaboration, problem-solving, and resilience (handling setbacks).

Writing:
Individual and Team Writing assignments are as follows:

Individual Writing Assignment:
- Secondary Research Memo: Individual memo outlining secondary research conducted

Team Writing Assignments:
- Team Contract: Establishment of team roles, policies, procedures, etc.
- Project Brief: Outline of the Innovation Project Scope
- Investigative Research Report: An investigative report documenting your team’s innovation and the Design Process utilized

With designated Writing assignments (either Individual or Team), you/your Team will:
1. Participate in the In-Class Writing Session (ICW): On designated days, class time will be used for In-Class Writing of an upcoming assignment. Please note: On the assigned due date, bring the following to the In-Class Writing Session: 1) Personal computer 2) Electronic version of your assignment (to date) 3) Your textbook, lecture notes, etc. and 4) Any questions you have about how to complete the assignment.
2. Produce a Draft Copy (DC): On designated days, class time will be used as either Peer Review (PR) session or Meetings with Instructor to review and provide feedback on your writing assignment. Resources, instructor guidance and peer review will be available during these sessions. Please note: Due at the BEGINNING OF CLASS
on the assigned due date, bring the following to the PR: 1) Typed, printed, polished, completed DC of the upcoming writing assignment and 2) Your textbook, lecture notes, etc.

★ IMPORTANT: During the session/meeting, your DC will be reviewed by a Peer Reviewer or Instructor and at the end of class, returned to you with a Feedback Sheet. Please note the following: Feedback Sheets are 1) Only available by attending the PR in their entirety and 2) Helpful in checking your assignment and will provide you with a point of reference as to my expectations.

3. Produce a Final Version (FV): To create FV, apply comments received on DC and the Feedback Sheet to rewrite/revise the assignment demonstrating significant improvements and mastery of course material, concepts, skills, etc. Please note the following:
   • The FV is submitted for a grade and should be highly polished in content, format, appearance, etc.
   • FV must be submitted as an assignment in Canvas using the appropriate assignment link(s). Please note: DC and Feedback Sheet not needed for Canvas submission.

For all Writing assignments, please note the following:
   • Review the Writing Rubric posted in Canvas to understand how you will be graded on these assignments.
   • 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.
   • Graded work and or feedback will be available in Canvas. To access graded work and or feedback, click on “Grades,” and then click on the name of the assignment. To view comments and feedback noted in the assignment, select “View Feedback” and, to access the Rubric, select “See Rubric.”

Speaking:
Individual and Team Speaking assignments are as follows:

Individual Assignments:
   • Speaking Extemporaneously and Filming Yourself: Foundational filming assignment with required DACTS Consultation
   • Practice Version (PV) Speech #1: Live/in-class extemporaneous presentation with printed outline and draft of PowerPoint deck. Peer review and instructor feedback on delivery will be given in class
   • Final Version (FV) Speech #2: Use feedback from the PV to make significant improvements on the FV—a live/in-class extemporaneous presentation with PowerPoint or Prezi
   * With appropriate documentation, Extra Credit is available/applicable to the Speech #2 grade by attending a consultation appointment at The University Speaking Center.

Team Assignment:
   • PowerPoint/Research Report Video Presentation: Filmed speech/presentation based on the written Investigative Research Report

Additionally, be advised of the following:
   • There are no make-up days for speaking assignments. If you are absent on designated presentation day(s), you will receive zero for the assignment.
   • Do not be late on presentation days. If you arrive late (after your name is called), you will receive a 0/zero for the assignment.
   • For Individual and Team assignments, review the Speaking Rubrics posted in Canvas to understand how you will be graded on 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.
   • Graded work will be available in Canvas. To access graded work, click on “Grades,” and then click on the name of the assignment. To view comments and feedback, select “See Rubric.”
PARTICIPATION/ATTENDANCE/PEER EVALUATIONS:
You are expected to be actively involved and engaged in this course by:

- Attending every class.
- Being fully prepared for each class, which includes referencing this Syllabus and Course Schedule regularly.
- Completing all homework prior to class and contributing thoughtfully to class discussions. For any homework/assignment/activity/etc. assigned for class preparation: 1) complete as requested and 2) both you and your assignment must be present in class should the assignment/activity be counted as participation.
- Participating in in-class lecture activities, homework, regular attendance, PR and ICW sessions, etc. 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).
- Honoring team commitments and responsibilities as outlined in your Team Contract.
- Completing Peer Evaluations: As part of the Innovation Project, you will be required to complete Peer Evaluations on each team member detailing and grading their contributions and participation. This will be a summary/paragraph justifying the grade (0-100) given to each member. Criteria for the grade includes participation (in class and outside of class), engagement, communication, commitment to the team and project, attendance at meetings, work and quality of work completed, professionalism, etc. Specific instructions will be posted in the “Assignments” module in Canvas. If any member of the team is not participating in any way, team members are to document the behavior for inclusion in the Peer Evaluation process. Please note the following:
  1. The only recourse to penalize team members who are not participating, not honoring the team contract and or not producing quality work is through the Peer Evaluation process which will occur twice during the semester (as noted on the Course Schedule).
  2. All team members should take the Peer Evaluation process seriously. If you receive poor evaluations, these will negatively impact your final course grade and, you may not pass the course.
  3. Failure to complete a Peer Evaluation with a numeric grade for each team member will result in an automatic one-letter grade deduction on YOUR Peer Evaluation.

ASSIGNMENTS AND ASSOCIATED PERCENTAGES:

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<tr>
<th>Assignments</th>
<th>Total Percentages</th>
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<tbody>
<tr>
<td><strong>Individual Writing Assignments:</strong></td>
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<tr>
<td>Secondary Research Memo</td>
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<tr>
<td><strong>Individual Speaking Assignments:</strong></td>
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<tr>
<td>Speaking Extemporaneously and Filming Yourself, Speech #2</td>
<td>14%</td>
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<tr>
<td><strong>Team Writing Assignments:</strong></td>
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<tr>
<td>Team Contract, Project Brief, Investigative Research Report</td>
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<td><strong>Team Speaking Assignments:</strong></td>
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<tr>
<td>DACTS Consultation, PowerPoint/Team Research Report Video Presentation</td>
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<tr>
<td><strong>Participation/Attendance/Peer Evaluations</strong></td>
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GRADING:

- Assignments will be graded as quickly as possible (minimum of 12-14 business days).
- Grade discussions will not occur via e-mail or before/after class. Instead, please schedule an appointment during Office Hours.
- 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.
- There are multiple Extra Credit opportunities offered in this course. Please take advantage of these opportunities.
- Final course grades are not rounded up. Remember, take advantage of any Extra Credit offered.
- 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!
- The following grading matrix will be used and, specific Writing and Speaking Rubrics are posted in the “Start Here!” module in Canvas. Carefully review the Writing and Speaking Rubrics to fully understand assignment expectations.

Grading Matrix:

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<th>A:</th>
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<th>C:</th>
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<tr>
<td>+</td>
<td>N/A</td>
<td>89 - 87</td>
<td>79 - 77</td>
<td>69 - 67</td>
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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). **Please note:** 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 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.
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, late work, attendance, team work, 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, if applicable; I will lose any related participation points for that day.
6. I understand when not prepared for class by bringing the required materials, etc., I may be dismissed from class. If applicable, I will lose any related participation points for that day.
7. I understand I am required to attend the Final Exam period for my section (as noted on the Course Schedule) and, I will remain in attendance for the entire exam period.

Print Name: ___________________________________________  Section: _______

Signature: ______________________________________________

Date: ________________________________________________

**Please note:** This Agreement Form is to be printed, signed/dated and brought 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.