Course Syllabus

MKT 3348-01 Marketing Research
Professor: Dr. Turkan Dursun-Kilic, Associate Professor

Course Prerequisite(s): MKT 3340, CIDM 2342
Class Days/Times/Location: Hybrid, Mondays, 9:00 a.m.-10:50 a.m., CC 217
Office Location: Classroom Center, Room 213B
Office Hours: Mondays, 11:00 a.m.-5:00 p.m.; Wednesdays, 10:00 a.m.-Noon, 1:30 p.m.-2:30 p.m.
Office Phone: 806-651-2506
Email: tkilic@wtamu.edu
Homepage: http://homedirs.wtamu.edu/~tkilic/
CV: http://www.sedona.bz/members/turkankilic/cv/
Professor Social Media:
www.facebook.com/turkan.d.kilic: You are welcome to friend me on Facebook
www.linkedin.com/pub/turkan-dursun-kilic/3/a7b/292/: You are welcome to add me to your LinkedIn network
COB Social Media: Keep up with the latest happenings of your COB on Facebook: www.facebook.com/wtamucob and Twitter, #WTAMUCOB
WTAMU-American Marketing Association (AMA) Social Media: Like AMA on Facebook (search for WTAMU AMA)

Terms of Use

A student’s continued enrollment in this course signifies acknowledgment of and agreement with the statements, disclaimers, policies, and procedures outlined within this syllabus and elsewhere in the WTClass environment. This Syllabus is a dynamic document. Elements of the course structure (e.g., dates and topics covered, but not policies) may be changed at the discretion of the professor.
WTAMU College of Business Mission Statement

The mission of the College of Business is to provide high quality undergraduate and graduate business education with a global perspective and ethical awareness. We accomplish this through emphasis on excellence in teaching, which is strengthened by faculty scholarship and supported by professional service.

Learning Objectives of the WTAMU College of Business Programs

The College of Business (COB) at West Texas A&M University (WTAMU) seeks to prepare students in the Bachelor of Business Administration (BBA), Master of Business Administration (MBA), Master of Professional Accounting (MPA), and the Master of Science, Finance and Economics (MSFE) degree programs for careers in business and to foster their professional growth and advancement via key learning goals and objectives.

The learning objectives of the College of Business are as follows:

- Leadership
- Communication
- Critical Thinking
- Business Integration
- Core Business Knowledge
- Global Business Environment
- Business Ethics and Corporate Governance

Course Description

This course examines theories, concepts, and methodology in applying research to market problems. Attention is given toward the application of sampling, sample design, data analysis of marketing problems and how findings are used in formulating marketing policies.

Course Objectives

Upon completion of this course, students should be able to:

1. demonstrate proficiency in the identification and definition of a marketing problem or marketing opportunity.
2. demonstrate proficiency in the development of research design.
3. demonstrate proficiency in the development of survey instruments.
4. demonstrate proficiency in the design of a sample and in the collection of the data.
5. demonstrate proficiency in the analysis of survey and other research data, using SPSS and/or other methods, and in the interpretation of the analysis results.
6. demonstrate proficiency in the understanding of ethical and global issues related to the marketing research process.
7. demonstrate proficiency in the application of appropriate statistical techniques for specific research situations.
8. demonstrate proficiency in the preparation of the written and oral research reports.

Course Materials (Required)


This textbook was chosen by the College of Business and is one of the best marketing research textbooks available in the market. The course material provided online (Power Points slides, notes, readings, course videos, web links, etc.) is supplemental to your textbook. In order to pass your exams and to complete your homework assignments, you need to read and study the assigned chapters in your textbook on a regular basis.

Supplementary Course Materials (Optional)


Map from COB Learning Objectives to Specific Course Objectives

<table>
<thead>
<tr>
<th>COB Learning Goals</th>
<th>Related Course Objectives</th>
<th>Related Course Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication (Students will demonstrate competencies in writing, speaking, and technology communication)</td>
<td>1,5,7</td>
<td>Online Forums, Homework Assignments</td>
</tr>
<tr>
<td>Critical Thinking (Students will demonstrate their competencies in critical thinking)</td>
<td>1,2,3,5</td>
<td>Online Forums, Homework Assignments, Readings</td>
</tr>
<tr>
<td>Global Business Environment (Students will demonstrate their knowledge of the global and domestic environment and their relevance to the business contexts)</td>
<td>6</td>
<td>Lectures, Readings, Videos, Online Forums, Homework Assignments</td>
</tr>
<tr>
<td>Core Business Knowledge (Students will illustrate and explain theories and concepts related to consumer behavior)</td>
<td>12,3,4,5,7,8</td>
<td>Lectures, Readings, Videos, Exams, Online Forums, Homework Assignments</td>
</tr>
</tbody>
</table>

Course Grading Policies

Evaluation Base

<table>
<thead>
<tr>
<th>Class Participation</th>
<th>100 points combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homework Assignments</td>
<td>100 points combined</td>
</tr>
<tr>
<td>Marketing Research Project/Presentation</td>
<td>100 points</td>
</tr>
<tr>
<td>Two Midterm Exams</td>
<td>100 points each</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>500 points</strong></td>
</tr>
</tbody>
</table>

Grading Scale

<table>
<thead>
<tr>
<th>A = 450-500</th>
<th>B = 400-449</th>
<th>C = 350-399</th>
<th>D = 300-349</th>
<th>F = 299 or below</th>
</tr>
</thead>
</table>
## Grading Rubric

The following table outlines the grading rubric that will be used for assessing your assignments.

<table>
<thead>
<tr>
<th>Category</th>
<th>Insufficient</th>
<th>Sufficient</th>
<th>Exemplary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Writing</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business style; one voice; third-person</td>
<td>0-13%</td>
<td>14-18%</td>
<td>19-20%</td>
</tr>
<tr>
<td><strong>Grammar</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Syntax, spelling, punctuation, etc.</td>
<td>0-13%</td>
<td>14-18%</td>
<td>19-20%</td>
</tr>
<tr>
<td><strong>Content</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is the problem or purpose clearly identified? Is the background analysis sufficient? Are alternatives clearly identified and analyzed? Is a position, recommendation or action plan made? Is it supported sufficiently?</td>
<td>0-27%</td>
<td>28-35%</td>
<td>36-40%</td>
</tr>
<tr>
<td><strong>Sources</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Does each paraphrased content have references? Are Title, Author, and Date available, as well as complete URLs? Are source materials used correctly, such as with quotes as needed?</td>
<td>0-13%</td>
<td>14-18%</td>
<td>19-20%</td>
</tr>
<tr>
<td><strong>Plagiarism</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Has any of the paper been copied from external sources without proper documentation? Has the paper been recycled from another class? Has the paper been purchased from an external provider?</td>
<td>-100%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>0-69%</td>
<td>70-92%</td>
<td>93-100%</td>
</tr>
</tbody>
</table>
Course Assignment, Examination, and/or Project Policies

WTClass Student Orientation

If you are a new online student and/or if you want to use Blackboard Online Course Management System more effectively, you should have a WTClass Student Orientation by visiting the following site: [http://students.wtamu.edu/wtclass/basics.html](http://students.wtamu.edu/wtclass/basics.html)

The WTClass Student Orientation helps you understand how an online course operates and provides valuable information. If you experience technical problems, do not hesitate to get help by calling 806-651-4357 (HELP) or emailing the help desk at ITSC@wtamu.edu. Live Blackboard Workshops for students are listed on the students.wtamu.edu website under “Live Workshops” and under the “Help” tab in WTClass Blackboard.

Q & A Board

The purpose of the Q & A Board is to facilitate course-related communication among course students. You are expected to use this board to ask questions to your classmates and get answers, share knowledge and exchange ideas. Do not share exam questions or answers to homework assignments with your classmates here or anywhere else. Such behavior will be regarded as cheating. Do not use this board to badmouth your teammates or classmates or professor. Be professional and behave professionally. Always be respectful of others in all of your communications. I will be monitoring the content of this board periodically. If you have any questions that you would like to ask me, send them to me via course e-mail. Do not use this board for the questions that are directed to me.

Student Information Survey

Each student is expected to complete a student information survey within the first two weeks of the semester. The personal information that you will provide me in this survey will help me get to know you better, understand your special circumstances, and know your expectations from this course. The submitted forms will be viewed only by me. You will be provided a link to this survey within the first week of the semester. Clicking on the provided link will directly take you to the survey.

Homework Assignments / Class Participation (assignments, in-class Exercises, etc.)

A portion of your grade will be based on your meaningful classroom participation. For your participation to be meaningful the assigned chapter(s) and reading(s) must be read and homework assignments must be done before the classes. Please remember that attendance alone is not sufficient for a student to receive all points for his/her participation grade.

Homework assignments/ in-class exercises may involve small case studies or a single case study, article reviews, ethical dilemmas, focus group role play, questionnaire workshop, guest lectures, observational studies, experimental studies, interviews, and so on. Always make a back-up copy of each assignment submitted.
**Marketing Research Project**

Teams of 3-4 students will work on a marketing research project in this course. Each team will choose one of the following options for the research project:

**Option 1:** Identify a marketing problem faced by a firm or the marketing opportunity emerged in the marketplace that will benefit the firm and collect the data that is needed to solve the related decision problem. The decision problem selected should be related to a real firm in the marketplace. If possible, the support or sponsorship of the firm for the project should be sought for. The selected firm and decision problem should be approved by the course instructor before the team starts to work on the project. The project will be based on a survey research.

**Option 2:** Identify a marketing topic that you would like to investigate. The topic should be contemporary and interesting and suitable to survey research. It should have the potential to be presented at a conference and/or published in a journal. The selected marketing topic should be approved by the course instructor before the team starts to work on the research project. The project will be based on a survey research.

The teams will be formed randomly by the computer within the first or second week of the class when the course drop/add period ends. Inter-team communication will be facilitated via a Team Discussion Board and a Team Chatroom. Remember that I will be able to monitor the frequency of your visits to your team’s discussion board as well as your communication on that board. Each group will have its own discussion board and chatroom and is expected to use them for team communication about the project or some other matters throughout the semester.

A team leader for each team will be selected (if the team consists of three students or more). You can nominate yourself or one of your teammates to be a team leader. The team leader will manage his/her team by planning and controlling team activities and outcomes. The team leader will report to me if there is a problem that he/she cannot solve. The team members can also contact me separately if needed.

A team can meet as often as it feels necessary to accomplish the team's objectives. All team members should have a role in both the preparation of the project, and should be familiar with the materials written by the team. The project research report should be written professionally and reflect your own thoughts, comments and suggestions. You should be able to apply what you learned in this course to your project.

If you investigate a marketing topic for your research project and do a good job with it, you can publish your work. The upcoming WTAMU Student Research Conference is a great venue to present your work. The due date for submissions to this conference is April 2016. The conference date is April 2016.

You need to submit your project to me as a soft copy. You need to submit your project to the Project Drop Box before the deadline.
Project Presentation

Each team will present their team project in the class. Each team member should have an active role in the team presentation. Each team will make a Power Point presentation. At the end of each team presentation, there will be a question-answer session. Presenters should wear formal attires.

Team Evaluation

Each team member will fill out a group evaluation form to evaluate performances of his/herself and his/her team members. Each person will fill out only one form. The completed team evaluation form will be submitted to the Drop Box for Evaluation Forms towards the end of the semester.

Exams

There will be a total of three exams in this class. The purpose of giving you three exams is to reduce your workload (the number of chapters that you need to study) per exam. Every student has to take all of these three exams and study for them with the same rigor. For your benefit, your lowest exam score will be dropped and it will not be a part of your final course grade. Only the remaining two higher exam scores will be taken into consideration in the calculation of your final grade. Each exam consists of 50 multiple-choice questions. Exam questions are borrowed from the Test Bank of the textbook. Exams will be posted and activated on the specified dates and times in the Exams folder. Exams must be taken on the specified dates and times. Special consideration will be given to a change of date only with a written medical excuse(s) or documentation of other serious emergency.

Attendance

Excessive absences may adversely affect your final letter grade. Attendance may be taken for each class meeting. Feel free to sit in any available seat; however, a class-seating chart will be established at the second class meeting. Thus, after the second class meeting, do not change seats. Having each student sit in the same seat will be helpful to me in learning names.

A Tutorial on Proper Use and Citation of External Material

It is critically important for students to not plagiarize material. We employ "Deep Googling" methods to detect cheating. As the rubric above demonstrates, there is a Zero Tolerance policy. It is certainly OK to use directly lifted or paraphrased content, but only if it is properly attributed. Please observe the following improper and proper examples.

Unacceptable (no quotes, no citation):

When the light starts to flash, you had better have the cash. That's the reality for millions of subprime borrowers whose used car purchase is contingent upon having an unusual option: a little box mounted underneath the dashboard that forces them to make their payments on time. A light on the plastic box flashes when a payment is due. If the payment isn't made and the resulting code punched in to reset the box, the vehicle won't start. The next step is a visit from
A new electronic device may put the brakes on drivers who miss a payment. "When the light starts to flash, you had better have the cash. That's the reality for millions of subprime borrowers whose used car purchase is contingent upon having an unusual option: a little box mounted underneath the dashboard that forces them to make their payments on time. A light on the plastic box flashes when a payment is due. If the payment isn't made and the resulting code punched in to reset the box, the vehicle won't start. The next step is a visit from the repo man." (Woodyard 2008)


Additional Course Procedures and Policies

- **Late homework assignments and projects will not be accepted! No excuses are accepted.**
- **Do not submit your assignments and project via course or university e-mail. They will not be accepted.**
- Exams must be taken on the specified dates. Special consideration will be given to a change of date only with a written medical excuse(s) or documentation of other serious emergency.
- Assignments must be typed or computer-printed. Handwritten assignments will not be accepted.
- Cheating in any forms will result in a grade of F.
- **Students are responsible from the announcements sent via e-mail and posted on the WTClass course site.** Students must check their university e-mails, course e-mails, and the course site as often as possible for course announcements.
- All electronic devices (phones, iPods, laptops, iPads, PDAs, etc.) will be turned off during the class.
- Be on time for the class and do not leave before the class ends.
Keys to Success in an Online Course

- Log into your WTClass course site routinely to read Course Mail and/or Announcements and check Q&A Board.
- Be an active participant of your course. Contribute to online discussions, blogs, and other forms of online communication. Build your online community!
- Prepare for the exams by doing the assigned readings and assignments in advance of the exam period.
- Establish a routine study time to work on your online course. Spread the course work out during the week rather than trying to complete work the last day of a deadline.
- Read outside materials and internet readings.
- Share what you learned during online class discussions.
- Familiarize yourself with the course syllabus and schedule. Check these periodically on the course site to see if there are any changes in their content.
- Familiarize yourself with the course tools (course mail, discussion board, blog, drop box, quizzes, etc.) and the course layout.
- Email your instructor early in the week regarding questions about assignments or other course items that need clarification.
- **Keep a back-up copy of all your work.**
- Spell and grammar check coursework.
- Follow the *Netiquette* guidelines of your course.

Course Topics Covered

**Part 1: The Role and Value of Marketing Research**

Chapter 1: Marketing Research and Managerial Decision Making

Chapter 2: Overview of the Research Process and Research Proposals

Chapter 3: Information Driven Technology and the Research Process

Chapter 4: Market Intelligence and Database Research

**Part 2: Designing Marketing Research Projects**

Chapter 5: Secondary Research: Designs, Searches and Sources

Chapter 6: Exploratory Research using Qualitative and Observation Methods

Chapter 7: Analyzing and Reporting Qualitative Research

Chapter 8: Descriptive Research Designs Using Surveys
Chapter 9: Causal Research Designs and Test Markets

Part 3: Designing and Conducting Surveys

Chapter 10: Sampling: Theories, Designs, and Plans

Chapter 11: Overview of Measurement: Construct Development and Scaling

Chapter 12: Advanced Measurement Designs for Survey Research

Chapter 13: Questionnaire Designs: Concepts and Issues

Part 4: Data Preparation, Analysis, and Reporting Results

Chapter 14: Preparing Survey Data for Analysis

Chapter 15: Data Analysis: Testing for Significant Differences

Chapter 16: Data Analysis: Testing for Associations

Chapter 17: Overview of Multivariate Analysis Methods

Chapter 18: Preparing and Presenting Marketing Research Reports

Tentative Course Schedule for Spring 2016

<table>
<thead>
<tr>
<th>Week</th>
<th>Post Date</th>
<th>Lessons, Assignments &amp; Exams</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>01/18</td>
<td>No Classes - Martin Luther King Day</td>
</tr>
<tr>
<td>1</td>
<td>01/19</td>
<td>Syllabus Review and Related Questions, Student Information Survey Completion, Self-Introduction via Q&amp;A Board, Syllabus Acknowledgement Form Completion (Online)</td>
</tr>
<tr>
<td>2</td>
<td>01/25</td>
<td>Introduction, Syllabus Review, Team Setting, Project Samples, AMA Marketing Research Certificate Program Marketing Research (MR) and Its Role (Chapter 1)</td>
</tr>
<tr>
<td>3</td>
<td>02/01</td>
<td>MR Research Process (Chapter 2) Problem Definition (Chapter 3)</td>
</tr>
<tr>
<td>4</td>
<td>02/08</td>
<td>Secondary Data (Chapter 4, Chapter 5)</td>
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<tr>
<td></td>
<td></td>
<td>Qualitative Research (Chapter 6)</td>
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<tr>
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</tr>
<tr>
<td></td>
<td></td>
<td><strong>Problem Definition is Due</strong></td>
</tr>
</tbody>
</table>
| 5 | 02/15 | Focus Group Role Play Exercise *(Participation Credit)*  
Qualitative Research (Chapter 6)  
EXAM 1 (Chapters 1-4) opens at 8:00 a.m. and closes at 11:55 p.m. on 02/20 |
| 6 | 02/22 | Qualitative Research (Chapter 6)  
Observation (Chapter 7) |
| 7 | 02/29 | Survey Research (Chapter 8) |
| 8 | 03/07 | Experimentation (Chapter 9)  
EXAM 2 (Chapters 5-9) opens at 8:00 a.m. and closes at 11:55 p.m. on 03/12 |
| 9 | 03/14 | **SPRING BREAK STARTS** |
| 10 | 03/21 | Marketing Research Ethics (Ethical Scenarios)  
*Questionnaire Design Workshop* (Chapter 13) *(Participation Credit)* |
| 11 | 03/28 | Questionnaire Design / *Qualtrics Training* (Chapter 13)  
*Questionnaire is Due* |
| 12 | 04/04 | Sampling Issues (Chapter 10)  
Measurement Issues (Chapter 11, Chapter 12) |
| 13 | 04/11 | Data Processing / Analysis (Chapter 14, Chapter 15)  
*Pre-testing and Data Collection*  
*SPSS Applications* *(Bring Your Laptop)*  
EXAM 3 (Chapters 10-13) opens at 8:00 a.m. and closes at 11:55 p.m. on 04/16 |
<p>| 14 | 04/18 | Bivariate Correlation (Chapter 16) |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Regression (Chapter 17)</td>
</tr>
<tr>
<td>04/25</td>
<td>Research Report (Written and Oral) (Chapter 18)</td>
</tr>
<tr>
<td></td>
<td>Presentations</td>
</tr>
<tr>
<td>16</td>
<td>Presentations</td>
</tr>
<tr>
<td>05/04</td>
<td>Research Project is Due at 11:55 p.m.</td>
</tr>
</tbody>
</table>

**Other Important Dates and Deadlines**

- **January 22**: Last Day to Add/Register for Spring
- **January 19**: Spring Semester starts
- **February 3**: Twelfth Class Day for Spring (Census)
- **March 1**: May Graduation Application Deadline
- **March 14-18**: Spring Break
- **March 22**: Midterm Grades Due on Developmental and Core Courses
- **March 31**: Last Day to Drop or Withdraw
- **May 4**: Last Class Day
- **May 5**: Dead Day: No Classes
- **May 6-12**: Final Exams
- **May 14**: Graduation Ceremony
- **May 16**: Spring Grades Due by 9 a.m.

**WTAMU COB Student Code of Ethics**

Each student enrolled in COB courses accepts personal responsibility to uphold and defend academic integrity and to promote an atmosphere in which all individuals may flourish. The COB Student Code of Ethics strives to set a standard of honest behavior that reflects well on
students, the COB and West Texas A&M University. All students enrolled in business courses are expected to follow the explicit behaviors detailed in the Student Code of Ethics.

**Code of Ethics**

- Do not use notes, texts, solution manuals, or other aids for a quiz or exam without instructor authorization.
- Do not copy the work of others and/or allow others to view your answers or copy your work during a quiz, exam, or on homework assignments.
- Do not allow other parties to assist in the completion of your quiz, exam, homework, paper, or project when not permitted.
- Do not work with other students on projects or assignments without authorization from the course instructor.
- Properly cite and specifically credit the source of text, graphic, and web materials in papers, projects, or other assignments.
- Do not forge the signature of an instructor, advisor, dean, or another student.
- Provide truthful information for class absences when asking faculty for excused absences or for a make-up for a quiz, exam, or homework.
- Provide truthful information on your resume including work history, academic performance, leadership activities, and membership in student organizations.
- Respect the property, personal rights, and learning environment of all members of the academic community.
- Live up to the highest ethical standards in all academic and professional endeavors.

Students violating the Student Code of Ethics will be reported to the Dean’s office and are subject to penalties described in the West Texas A&M University Code of Student Life, which may include suspension from the University. In addition, a violator of the Student Code of Ethics may become ineligible for participation in student organizations sponsored by the COB and for recognition for College academic honors, awards, and scholarships.

**COB Student Resources Link**

The COB has developed a *Student Resources* repository (e.g., APA writing style information, business core reviews, facilities, and other helpful supplements), which can be found on the COB Website: [http://www.wtamu.edu/academics/college-business-facilities-and-resources.aspx](http://www.wtamu.edu/academics/college-business-facilities-and-resources.aspx). Additionally, WTAMU has developed an Academic Study Skills information site to assist students (e.g., study habits, supplemental instruction, tutoring, writing and math skills), which can be found on the WTAMU Website: [http://www.wtamu.edu/student-support/academic-study-skills.aspx](http://www.wtamu.edu/student-support/academic-study-skills.aspx). For WTAMU Writing Center information (for students needing writing assistance, guidance, and feedback), please visit: [http://www.wtamu.edu/academics/writing-center.aspx](http://www.wtamu.edu/academics/writing-center.aspx).
COB Communications Component

Students earning a BBA degree must complete at least one course with a communications component as part of the business core requirements. The COB communications component is a requirement in the following courses: **ACCT 4373** (Accounting Communications), **BUSI 4333** (Cross-Cultural Issues in Business Communications), **BUSI 4350** (Current Issues in Management Communications), **BUSI 4380** (Conflict Resolution and Negotiation), **BUSI 4382** (Emerging Media Law), **CIDM 3320** (Digital Collaboration and Communication), **ECON 4370** (Economics of Health Care), **FIN 3350** (Personal Financial Planning), **FIN 4320** (Investments), **FIN 4321** (Portfolio Theory), **MGT 3335** (Organizational Behavior), **MGT 4380** (Conflict Resolution and Negotiation), and **MKT 3342** (Consumer Behavior).

Students in a communications component course are explicitly required to demonstrate knowledge of communication skills. Specific objectives may include but are not limited to the following concepts put forth by the National Business Education Association: (1) ability to organize a written and an oral message coherently and effectively, (2) ability to use technology for communication, (3) ability to research a topic, prepare a report, and present the findings to all organizational levels, and (4) ability to demonstrate critical-thinking skills. Specific course requirements and the role of the communications component with respect to student grading policy are at the discretion of the course instructor of record.

Student Travel Opportunities

In multiple business courses, there may be opportunities for student travel supplemented by student fees. If you have an interest in such opportunities as they become available, please notify a faculty member.

Dropping/Repeating the Course

Should a student decide to drop the course, it is the student’s responsibility to be aware of the final drop dates and adhere to the WTAMU Add/Drop policy. Any student participating in the course after the WTAMU posted drop date will be considered active and a grade will be administered at the end of the course for that student. Students are charged a fee for any course attempted for a third or subsequent time at WTAMU other than a non-degree credit developmental course or exempted courses.

Scholastic Dishonesty

It is the responsibility of students and instructors to help maintain scholastic integrity at the University by refusing to participate in or tolerate scholastic dishonesty. Commission of any of the following acts shall constitute scholastic dishonesty. This listing is not exclusive of any other acts that may reasonably be said to constitute scholastic dishonesty: acquiring or providing information for any assigned work or examination from any unauthorized source; informing any person or persons of the contents of any examination prior to the time the examination is given in subsequent sections of the course or as a makeup; plagiarism; submission of a paper or project
that is substantially the same for two courses unless expressly authorized by the instructor to do so; submission of a paper or project prepared by another student as your own. You are responsible for being familiar with the University's Academic Integrity Code, as well as the COB Student Code of Ethics listed in this document.

Viewpoints/External Websites Disclaimer

The views expressed in this document, web-based course materials, and/or classroom presentations and discussions are those of the professor and do not necessarily represent the views of West Texas A&M University, its faculty and staff, or its students. Views expressed by students are likewise those of the person making such statements. It is understood and expected that each individual within this course will respect and allow individual difference of opinion.

Neither the professor, the COB, nor WTAMU are responsible for the content of external websites discussed in the classroom and/or linked to via online course materials, emails, message boards, or other means. Referred websites are for illustrative purposes only, and are neither warranted nor endorsed by the professor, COB, or WTAMU. Web pages change frequently, as does domain name ownership. While every effort is made to ensure proper referencing, it is possible that students may on occasion find materials to be objectionable for reasons beyond our control.

Acceptable Student Behavior

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (Code of Student Life). Unacceptable or disruptive behavior will not be tolerated. Students engaging in unacceptable behavior may be instructed to leave the classroom. Inappropriate behavior may result in disciplinary action or referral to the University’s Behavioral Intervention Team. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc.

Technology Requirements

All technological requirements for the successful completion of this course are the responsibility of the student, including access to a working computer and or to a device with secure broadband Internet connection, data storage and retrieval, and state-of-the-art security. The student is responsible for all technological problems not related to WTAMU, including but not limited to equipment failures, power outages, and Internet breakdowns. Furthermore, students are responsible for all necessary technical and operational skills for completing this course, and for being familiar with WTClass (the Blackboard Learning System) both in a general sense and in a specific sense as pertaining to this course and any materials stored within. The professor is not responsible for any technical matters related to WTClass. Students must contact WTClass if they have problems accessing and/or using the WTClass environment.
Physical or Educational Access - ADA Statement

West Texas A&M University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with Student Disability Services (SDS) and to contact faculty members in a timely fashion to arrange for suitable accommodations. Contact Information: Student Success Center, CC 106; www.wtamu.edu/disability; phone 806-651-2335.

Title IX Statement

West Texas A&M University is committed to providing a learning, working and living environment that promotes personal integrity, civility, and mutual respect in an environment free of sexual misconduct and discrimination. Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. Harassment is not acceptable. If you or someone you know has been harassed or assaulted, you can find the appropriate resources here:

- WTAMU Title IX Coordinator Becky Lopez – Kilgore Research Center 147, or call 806.651.3199
- WTAMU Counseling Services – Classroom Center 116, or call 806.651.2340
- WTAMU Police Department – 806.651.2300, or dial 911
- 24-hour Crisis Hotline – 800.273.8255, or 806.359.6699, or 800.692.4039

https://www.notalone.gov/

For more information, see the Code of Student Life.

WT Attendance Policy for Core Curriculum Classes

For the purposes of learning assessment and strategic planning, all students enrolled in Core Curriculum or developmental courses at West Texas A&M University must swipe their Buff Gold cards through the card reader installed in the classroom/lab for each class/lab meeting.

Evacuation Statement

If you receive notice to evacuate the building, please evacuate promptly but in an orderly manner. Evacuation routes are posted in various locations indicating all exits, outside assemble area, location of fire extinguishers, fire alarm pull stations and emergency telephone numbers (651.5000 or 911). In the event an evacuation is necessary: evacuate immediately do not use elevators; take all personal belongings with you; report to outside assembly area and wait for further information; students needing assistance in the evacuation process should bring this to the attention of the instructor at the beginning of the semester.

to request additional information, please contact the Vice President for Student Affairs.
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* Syllabus template approved by COB Curriculum Committee May 2015. Annual review of the syllabus is a formal part of the COB continuous improvement process.