MKTG 3700.501 MARKETING METRICS 2023 FALL @ Frisco

Instructor: Professor Gopala "GG" Ganesh
Class: T 6:30 pm - 9:20 pm in FRLD 260
Office Hours: T 6 pm – 6:30 pm and 9:30 pm to 10 pm
Phone: (940) 565-3129
E-mail: use the Canvas Inbox

UNT Catalog Description: *MKTG 3700. Marketing Metrics. 3 hours. Students are taught to calculate, understand, and interpret fundamental metrics or indicators of performance in marketing contexts. The pedagogical method is hands-on analysis of mini-cases, problems, and exercises, using hand calculation as well as computer worksheets. Prerequisite(s): Junior standing + MKTG 3650 (concurrent OK, but completion is recommended).*

If you do not meet the prerequisites, you will be dropped when the class roll is audited.

Please access this online class either through a desktop or a laptop computer. Devices such as an iPad, a tablet computer, or a cell phone are NOT acceptable for accessing this class.

Access to and very basic familiarity with Excel 2019 or 2016 is crucial. If necessary, use the freely available resources, e.g., videos on YouTube, to become familiar. Other worksheet programs are not acceptable.

VERY important! Canvas Announcements and the Canvas Inbox:

I shall post Canvas Announcements on MWF and occasionally messages via the Canvas Inbox. You may auto-forward these to your preferred email address. Please click the Account link on the Canvas menu at the left extreme, followed by Settings, then add * to your preferred email address to make that the default. Since this is a fully online class, students in this online class MUST keep up with these announcements and messages.

Text and Other Needed Material:

1.   The UNT Canvas website for this class is a mandatory and critical resource
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2.   REQUIRED: An Introduction to Marketing Metrics (2021) by Gopala GG Ganesh or MMGG. The e-book is recommended. The identical physical book may be available from the UNT Bookstore. The e-book costs about $25.00 for a 6-month rental, and the author receives no royalties from sales to UNT students.

3.   ***(Bonus Points)**[a]* REQUIRED: Purchase access to the MBTN.Academy website for about $25.00 to work on a specific set of 16 MBTN modules. MBTN will contact you at your UNT email address on 8/21 to activate your login credentials, pay, and complete the purchase. Please message me if you have any issues.

4.   MS Excel for PC is the default option, and the case assignment resources are all designed in MS Excel for PC. My experience is that Mac users can easily adapt to Mac for Excel.

5.   I strongly recommend a notepad, a calculator, and a flash drive dedicated to MKTG 3700. You learn better in this class if you do not read/watch videos but actively repeat everything yourself.

The I am Here survey and the Syllabus Quiz:

(Bonus Points) By Friday, 9/1, please use Canvas links to complete (1) the I am Here survey and (2) the Syllabus Quiz. I shall use (1) and (2) as proof of attendance for the audit rolls.

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[a]Wherever indicated, there is a corresponding bonus semester points opportunity, explained later

Distribution of Important Files for Challenge Cases 123:

I shall place additional resources for each such assignment under its Canvas module.

Course Objectives:

This course aims to provide a basic, managerially relevant understanding of various marketing metrics, the benchmark measures of past or planned marketing performance, that guide managerial decision-making. Specifically, we shall do the following:

1. Describe the metrics for marketing decision making
2. Recognize the data requirements for each marketing metric.
3. Compute each marketing metric correctly.
4. Interpret each marketing metric in managerial contexts
5. Explain how the metric, as interpreted, would inform and influence marketing decisions.
6. Construct worksheets to calculate various marketing metrics.

We shall only use simple mathematical techniques such as +, -, *, /, %, some ^, and index numbers. There will be lots of hands-on, intensive analysis emphasizing "learn by doing." Hopefully, the knowledge you build up here will help you (a) in more advanced marketing classes, (b) in your marketing career, especially as you advance to managerial positions, (c) if you choose to become an entrepreneur, and (d) explore this topic further in the future.

Grading Criteria:

This class carries a total of 1,000 points. Your semester percentage derives from this total.

Due on	Component	Maximum Points
September 29	Challenge Case (CC) 1: Create and solve a xlsx	50
November 3	Challenge Case (CC) 2: Create and solve a xlsx	75
December 1	Challenge Case (CC) 3: Create and solve a xlsx	125
December 3	Management-by-the-Numbers (see the MBTN pages) Set I	100
December 3	Management-by-the-Numbers (see the MBTN pages) Set II	100
See later	3 Online Quizzes (Q1=50, Q2=100, Q3=100)	250
Week of December 11	Final Exam per University schedule. Details Later	300
Semester Total		1,000

End-of-semester Letter Grades:

Your course grade will be assigned based on earned cumulative % using the below cutoffs. The grade interpretations are per Ryan College of Business. Non-RCoB students may check with your major department.

90%+	= A	Means "Excellent"	50% - 69%	= D	Means "Failing"
80% - 89%	= B	Means "Good"	less than 50%	= F	Means "Failing"
70% - 79%	= C	Means "Passing"			

Class Schedule for the Semester (subject to revision)

Note: Everything listed below refers to the MMGG book plus related Canvas content

Week	Starts	MMGG Chapter	Topic
1	August 21	1	Percentages, Weighted Average,
		2	Balance Sheet and Income Statement
2	August 28	3	Channel Markups
3	September 4	3	Channel Markups
4	September 11	4	Contribution and Breakeven Analysis
5	September 18	4	Contribution and Breakeven Analysis
6	September 25	9	Net Present Value and Customer Lifetime Value
7	October 2	9	Net Present Value and Customer Lifetime Value
8	October 9	7	Marketing Mix: Price
9	October 16	8	Marketing Mix: Place
10	October 23	6	Marketing Mix: Promotion
11	October 30	6	Marketing Mix: Promotion
11	November 6	5	Marketing Mix: Product
12	November 13	5	Marketing Mix: Product
13	**November 20**		**FALL BREAK**
14	November 27	Catchup	
15	December 4	Review	
16	**December 11**		**Final Exam per University Schedule**

Class Policies

Canvas Discussions:	This is an online class, so please post all your questions related to class content and graded assignments to the Discussion Board. Someone, even a fellow student, might answer these. It would help all students access the clarifications via the Discussion Board topic threads.
Honesty:	While student-to-student consultation is encouraged on the Challenge Cases, you may not simply pass on your completed work to and/or copy the effort of another student and/or post your complete/partial solutions to Canvas. Each assignment requires individual effort and the use of materials specifically prepared and distributed for it this Semester. Dishonest practices **will result in a failing semester grade for the recipient and the giver of unfair help.** Please see UNT's Academic Integrity Policy.
ADA Compliance:	RCoB complies with the ADA Disabilities Act. If you need special arrangements or experience issues with using your assistive accessibility technologies within the MBTN program, don't hesitate to contact the instructor with specific questions about the content within the MBTN modules.
Attendance:	I shall monitor your presence on the Canvas website for the class.
Submitting Challenge Cases:	*(Bonus Points)* You must upload your submission to Canvas under the relevant Challenge Case module as a single, multi-page PDF file. How to produce this using the free DocHub website will be explained in Challenge Case 1. You will also be required to upload the completed xlsx file for each Challenge Case.
Late Policy:	For quizzes, challenge cases, and MBTN, Canvas Gradebook will automatically deduct 10% for each day (or part) of the two days grace allowed for a late submission. After that, your score will be a zero.
Incomplete submission policy:	For each Challenge Case, not uploading both the PDF and completed xlsx as required will result in a grade with a penalty, explained in its handout, or a zero depending upon whether the incomplete submission is still gradable.
Grades on Challenge Cases:	Post-grading, your uploaded assignment will be returned under Canvas-Grades.
Diligence Policy:	Students who (1) do not complete each required quiz/examination, and/or (2) fail to submit any Challenge Case, and/or (3) fail to score at least 50% in each of the two MBTN Sets and/or (4) resort to unfair practices in any of these, will forfeit ALL bonus points (built-in or add-on), even those already earned, at the end of the Semester. Further, non-diligent students will be strictly assigned semester grades, e.g., 899.99=B, 799.99=C, etc., with no rounding up!
Post-grading Review:	Students must promptly review their Quizzes and Challenge Cases and contact the instructor if they have questions. Waiting until, e.g., the last week to ask about your CC1 grade will be too late to do anything. No graded Quiz or Challenge Case shall be reviewed after the end of the Semester.
Class cancellation:	A substitute Canvas activity will be communicated if the class cannot meet.

Your **MBTN.Academy** Assignment this Semester

The URL to access the MBTN site and all other MBTN-related resources have been placed under Canvas/Modules/MBTN.

While there is some overlap between the two resources, MBTN nicely supplements the MMGG book by covering metrics and topics that we shall not cover in class simply because of a lack of time to do everything I want to.

The MBTN website for our class consists of the 16 modules shown on the next page, organized into Set I and Set II of 8 modules each. It is unnecessary to wait for the completion of the MMGG chapter in class before attempting the corresponding MBTN module. The MMGG book chapters and the MBTN modules correspond approximately in the general topic area.

How to proceed? First, watch the MBTN intro video; then review the PDF tutorial for Percentages, the first module on the MBTN site, and start your work. Keep the PDF open in another window and refer to it when needed.

The book Marketing Metrics 2e, by Professors Bendle, Farris, Pfeifer, and Reibstein, goes with the MBTN site. However, this book is optional. The PDF tutorials are sufficient. After you finish MBTN, if you would like to buy the book for future reference, please contact me, and I shall give you additional details.

Each MBTN module consists of four Problem Sets that go from relatively easy to more challenging. Each PS consists of between 4 to 10 questions, primarily non-multiple-choice. Completing an MBTN module means correctly answering all the questions and scoring 100% in that module. You may "try again" each question any number of times to get it right. However, after the second incorrect attempt for a question, you will see the "Show Me" button. If you click that, MBTN will show you how to solve that question correctly, skips that question, and takes you to the next question. This Show Me button will stay put after the second attempt. Once you have attempted all the questions in a problem set, if you missed any, you can immediately repeat that problem set OR return to that problem set later (with new numbers in either case). You may refer to the module's PDF for clarification during your attempts. There is no limit on the number of attempts or time for completing a module (other than the due and bonus deadlines for its Set).

You start each module as a "Mailroom Clerk." You move from there to "Brand Assistant" (one PS completed or correctly answered 60% of all questions in that module), Brand Manager" (two PSs completed or 80% of all questions), and finally, "CEO/CMO" (all four PS's completed or 100% of all questions).

If you feel exhausted by a particular module, say after reaching the Brand Manager level, feel free to leave that module, go to another one, and come back later to complete it. MBTN will take you to the location where you left. Therefore, please do not stay stuck and frustrated.

Of course, "Go for the Gold!" Achieve CEO/CMO (i.e., 100%) in all 16 modules! That will be great! 😊

MBTN Schedule

SET	MBTN module	Deals with these Metrics	Goes with MMGG Chapter
I	1	Percentages	Chapter 1
I	2	Growth Rates	Chapter 1
I	3	Financial Statements 1: Introduction	Chapter 2
I	4	Margins 1: Introduction to Margins	Chapter 3
I	5	Margins 2: Channels (Calculating Margins)	Chapter 3
I	6	Breakeven Analysis	Chapter 4
I	7	Profit Dynamics	Chapter 4
I	8	Market Share Metrics I	Chapter 4
Set II: Due Date 12/3, marked late grace deadline thru 12/5			
II	9	Market Share Metrics II	Chapter 4
II	10	Cannibalization	Chapter 5
II	11	Advertising Metrics	Chapter 6
II	12	Web Metrics	Chapter 6
II	13	Pricing I: Linear Demand	Chapter 7
II	14	Distribution Metrics	Chapter 8
II	15	Net Present Value I: Time Value of Money	Chapter 9
II	16	Customer Lifetime Value I	Chapter 9
TWO BONUS POINT OPPORTUNITIES!			
10 Bonus Points for Completing Set I by October 8			
10 Bonus Points for completing Set II by November 12			
Completing a set means finishing each of its 8 modules with the top score of 100 and averaging 100 for the set. That 100 will be recorded in the Grade Book.			

Note: The row below the header reads: **Set I: Due Date 12/3, marked late grace deadline thru 12/5**

How MBTN is scored:

The syllabus score ?/100 on **Sets I** and **II**: For each set, the % scores earned in the 8 modules of that set are averaged after the 12/3 due date, and that ?/100 is recorded as your score for each set.

There is nothing to upload to Canvas for MBTN Sets I and II, which automatically keeps track of student progress on the post-login page of each student. The professor, of course, is enabled to keep track of the progress of all the students in the class.

Online Quizzes on Canvas

- Three mandatory Canvas quizzes are scheduled during the Semester. All three are based on the relevant MMGG book chapters and Canvas video material. MBTN has nothing to do with the quizzes.

- Open book but own effort. May refer to your notes on the MMGG book and the formula sheet, but do NOT consult other students. Do not resort to self-defeating shortcuts. What you learn in this class will serve you well in the future, but only if you invest the time to discover for yourself.

- Your computer from home, work, or campus WiFi hotspots are appropriate options. Please do not use the RCoB or other UNT labs because that would inconvenience other students.

- Please use Chrome or Firefox browser on a desktop or laptop for trouble-free quiz attempts.

- You are permitted to take each quiz twice, and the higher score will carry over as your performance on the quiz. Your single attempt score would be recorded if you did not take a quiz twice.

- Quiz 1 will consist of 25 multiple-choice questions @ 2 points each, while Quiz 2 and Quiz 3 will have 25 questions @ 4 points each. Hence Quiz 1 is worth 50 points, and Quiz 2 and Quiz 3 are worth 100 points each. The questions draw randomly from a large pool, resulting in a customized quiz for each student.

- All three quizzes will have a 75-minute limit (3 minutes per question). Since the quizzes auto-submit, you must complete each quiz attempt within these time limits. The clock will be ticking during breaks.

- The questions will be presented one at a time. However, returning to skipped questions and changing previous answers are both permitted.

- Missed quizzes score as zeros.

One-week Availability Window for Online Quizzes

Quiz#	Based on MMGG	Opens on	Due on	Grace deadline
1	Chapters 1 and 2	September 4	September 10	September 12
2	Chapters 3 and 4	October 16	October 22	October 24
3	Chapters 5 6 7 8 and 9	November 27	December 3	December 5

Each quiz will BEGIN @ 12:01 am on the first date and END @ 11:59 pm on the second date.
Example: Quiz 1 begins at 12:01 am on Monday, Sep 4, and ends at 11:59 pm on Sunday, Sep 10.
The Grace Deadline includes a penalty of 10% per day on the earned score.
Please schedule a convenient single block of time during the availability window of each quiz to take it.
Quizzes "auto-submit" when the time expires. Hence, time management is VERY important!
Your score and complete feedback will post to Canvas Grades as soon as you submit a quiz.

Summary of Bonus Points Opportunities this Semester

Item	Description	Completion Deadline	Bonus Points
1	I am Here survey	9/1	5
2	Syllabus Quiz. Must score at least 80%.	9/1	5
3	Log in and pay for MBTN	9/1	5
4	CC1: produce+upload the 5-page PDF correctly	9/29	5
5	MBTN Set I completed by the bonus deadline	10/8	10
6	MBTN Set II completed by the bonus deadline	11/12	10
		Total Bonus Points	40

Please note:

The applicable bonus points will post to Canvas as soon as possible after each deadline above.

These bonus points will add to your earned Semester Total out of 1,000. Therefore, they represent a VERY significant, generous 4.0% grade-boost opportunity. Occasionally, I provide additional bonus point opportunities. Please be alert to these possibilities.

I do not curve at the end of the Semester and expect my students to reach their grade objective with the help of these bonus points. With the help of these 40 points, a student accumulating 860/1,000 can reach 900/1,000 = 90% = A. Ditto for 760/1,000 to 800/1,000 = 80% = B, and 660/1,000 to 700/1,000 = 70% = C.

Earning these bonus points requires diligence. That means keeping track of them and doing what is necessary by each deadline. I sincerely hope and am sure that each student will mop up all 40 bonus points.

It would be great if you could reach your desired semester grade without the help of these bonus points. Since that is not a certainty, please ensure you earn all the above, reasonably easy bonus points, and any additional ones that become available during the Semester. Your end-of-the-semester % is a weighted average, and letter grades will be strictly determined based on that %, as explained on page two of this syllabus. The bonus points can boost your semester % by 4.0%. Please take advantage of this easy-to-avail opportunity!

Learning Objectives for Each Week

Week	Objectives for the Week	Learning Content	Assessed using
Week 1 (8/21-8/27)	1. Compute growth rates correctly. 2. Explain simple trend extrapolation. 3. Predict using growth rate % and simple trend extrapolation. 4. Recognize the difference between the year-to-year growth rate and CAGR. 5. Compute weighted average in different managerial contexts. 6. Interpret and use weighted averages in managerial contexts.	MMGG: C1 (Objectives 1 through 3, 5,6), MBTN: M1 (Objective 1), M2 (Objective 2,3,4)	Quiz 1, MBTN Set I
Week 1 (8/21-8/27)	1. Recognize the basic features of a Balance Sheet. 2. Recognize the basic features of an Income Statement. 3. Construct a simple Income Statement. 4. Recognize which, BS or IS, is more important for marketing. 5. Recognize the differences between Pro-forma IS and IS. 6. Compute and use Index Numbers from BS and IS.	MMGG C2 (Objectives 1 through 6), MBTN: M3 (Objectives 1,2,3)	Quiz, MBTN Set I
Weeks 2-3 (8/28-9/10)	1. Compute channel markups in dollars and as a %. 2. Recognize the cost and selling price bases for expressing markup as a %. 3. Recognize and use the correct markup formula for a given situation. 4. Recognize what markup information is known and unknown in a given situation and proceed further correctly based on that knowledge. 5. Recognize top-down and bottom-up markup situations correctly. 6. Write the correct top-down or bottom-up markup chain for a situation. 7. Convert markup % from one base to another. 8. Recognize the difference between markup and markdown. 9. Compute the markdown % correctly.	MMGG: C3 (Objectives 1 through 9) MBTN: M4 (Objectives 1,2,4), M5 (Objectives 4,5,6)	Challenge Case 1, Challenge Case 2, Quiz 2, MBTN Set I
Weeks 4-5 (9/11-9/24)	1. Recognize the difference between variable and fixed costs. 2. Give examples of different types of variable costs and fixed costs. 3. Compute dollar contribution per unit and percentage contribution. 4. Explain the dollar contribution per unit and percentage contribution. 5. Compute the breakeven point in units and dollars. 6. Produce an Excel line chart of the breakeven point. 7. Demonstrate how to handle different profit goals in breakeven analysis. 8. Recognize the difference between full and incremental breakeven points. 9. Recognize and handle sunk costs correctly in breakeven analysis. 10. Estimate the breakeven point in a multi-product situation. 11. Estimate the $ breakeven point from publicly available IS. 12. Compute and interpret the unit market share % and $ market share %. 13. Calculate, understand, and interpret the 3 components of market share.	MMGG: C4 (Objectives 1 through 12) MBTN: M6 (Objectives 1 through 5), M7 (Objective 7), M8 (Objective 12), M9 (Objective 13)	Challenge Case 1, Challenge Case 2, Quiz 2, MBTN Set I
Weeks 6-7 (9/25-10/8)	1. Recognize the difference between simple and compound interest. 2. Compute repayment, assuming simple and then compound interest. 3. Recognize the similarities and differences between CI and PV analysis. 4. Describe the difference between the cost of capital and the discount rate. 5. Compute Net Present Value, Payback Period, and Internal Rate of Return 6. Interpret NPV, Payback Period, and IRR in a managerial sense. 7. Explain the concept of Customer Lifetime Value. 8. Compute and interpret Customer Lifetime Value.	MMMGG: C9 (Objectives 1 through 6) MBTN: M15 (Objectives 4 through 6), M16 (Objectives 7,8)	Quiz 3 MBTN 2

Week	Objectives for the Week	Learning Content	Assessed using
Week 8 (10/9-10/15)	1. Explain the markup method of pricing a product. 2. Compute price using the markup method of pricing a product. 3. Explain the targeted rate of return method of pricing a product. 4. Compute price using the targeted rate of return method. 5. Explain Price Elasticity of Demand. 6. Compute PED and interpret it managerially. 7. Explain the role of consumer perceived value in adjusting the price. 8. Compute price using the perceived value method of adjusting the proposed price of a new product.	MMGG: C7 (Objectives 1 through 8) MBTN: M13 (Objectives 5,6)	Quiz 3, MBTN Set II
Week 9 (10/16-10/22)	1. Explain the various cost components of a channel modification decision. 2. Explain inventory carrying cost in a channel of distribution. 3. Compute inventory carrying cost in a channel of distribution. 4. Explain accounts receivable carrying cost in a channel of distribution. 5. Compute accounts receivable carrying costs in a channel of distribution. 6. Compute the salesforce requirements to service a channel. 7. Recognize the various components that contribute to the cost of a channel modification decision. 8. Estimate the total cost of a channel modification decision. 9. Estimate the profit impact of a channel modification decision. 10. Recognize the various distribution metrics. 11. Compute and interpret the various distribution metrics.	MMGG: C8 (Objectives 1 through 9) MBTN: M14 (Objectives 10,11)	Quiz 3, MBTN Set II
Week 10-11 (10/23-11/5)	1. Apply breakeven analysis in the context of promotion decisions. 2. Apply breakeven analysis in promotion support decisions. 3. Estimate the profit implications of alternative promotional plans. 4. Explain the role of the cannibalization problem in sales promotion. 5. Estimate the profit impact of cannibalization in sales promotion. 6. Compute and interpret various traditional advertising metrics. 7. Compute and interpret various website and web advertising metrics.	MMGG: C6 (Objectives 1 through 5) MBTN: M11 (Objective 6), M12 (Objective 7)	Quiz 3, MBTN Set II
Week 12-13 (11/6-11/19)	1. Apply breakeven analysis in new product introduction decisions. 2. Apply breakeven analysis in product support decisions. 3. Explain the role of the cannibalization problem in new product introduction decisions. 4. Estimate the profit impact of cannibalization in new product decisions. 5. Estimate a new product's forecast sales from typical test market data. 6. Estimate the profit impact of a new product's forecast sales.	MMGG: C5 (Objectives 1 through 4) MBTN: M10 (Objective 5,6)	Quiz 3, MBTN Set II

COVID-19 impact on this UNT class

All of us need to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. Please contact me if you are ill or unable to complete a scheduled, graded class task on time due to any issue related to COVID-19. Please communicate with me before each assigned and graded task deadline. Doing so would help me determine what may prevent you from completing it and make a reasonable decision about accommodating your request.

If you are experiencing cough, shortness of breath or difficulty breathing, fever, or any other possible symptoms of COVID-19, please seek medical attention from the Student Health and Wellness Center (940)-565-2333 or askSHWC@unt.edu) or your health care provider. While regular, steady work is essential to succeeding in this class, your health and those of others in the community are more important.

This UNT webpage on staying safe on campus during the pandemic may be useful.

RCoB Statement on Academic Integrity

The G. Brint Ryan College of Business takes academic honesty seriously. Ethics and integrity are important business values, essential to building trust and adhering to professional and legal standards. Academic dishonesty destroys trust, damages the degree's reputation and value, and is unacceptable.

According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to, cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in various academic penalties or sanctions ranging from a warning to expulsion from the University.

Some examples of academic integrity violations include cheating, plagiarism, inappropriate assistance on examinations, homework, research papers, and case analyses. Your work must be entirely your own. When working on assignments, you should only discuss your work with others if the course professor approves. Discuss group assignments only with members assigned to your group, and all group members may be held accountable for known academic integrity violations in a group assignment.

Another example of academic dishonesty is improper attribution. You must quote or footnote all outside sources used when preparing your assignments. Copying or using material from any source designed or previously submitted by others at UNT or other institutions, or downloaded from the Internet, is plagiarism. Unless directed otherwise in an assignment, large-scale "cutting and pasting" from other sources, even if adequately footnoted, is also considered plagiarism. You should synthesize this material in your own words and provide a footnote.

Your professor will specify what materials you may use on the tests and exams. Using materials other than those permitted and talking with others during the exam is prohibited. Exchanging information about an exam after one has taken the exam with other students who have not and copying or using material from another individual's exam is also not permitted. These are all acts of academic dishonesty and will result in an academic referral or penalty. The use of online assistance, group chat, cell phones, smartwatches, and similar tools during exams is prohibited unless expressly permitted. No portion of an exam may be copied or photographed without permission.

Students must conduct themselves in a manner consistent with the University's status as an institution of higher education. A student is responsible for responding to an academic dishonesty report issued by an instructor or other University official. If a student fails to respond after a reasonable attempt at a notification, the University may take appropriate academic actions in the student's absence.