

MKTG 3700 MARKETING METRICS 5wk1 SUMMER 2023

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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).*

You will be dropped when the class roll is audited if you do not meet the prerequisites.

This is an online class. Please access it 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.
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 May 22 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. Based on my experience, 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) Please use Canvas links by Friday, 5/26, 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.

^aWherever indicated, there is a corresponding bonus semester points opportunity, explained later

Distribution of Important Files for the two Challenge Cases:

I shall place additional resources for each case 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 results from this total.

Due on	Component	Maximum Points
June 9	Challenge Case (CC) 1: Create and solve a.xlsx	125
June 16	Challenge Case (CC) 2: Create and solve a.xlsx	125
June 22	Management-by-the-Numbers (see the MBTN pages) Set I	125
June 22	Management-by-the-Numbers (see the MBTN pages) Set II	125
See later	Three Online Quizzes: Q1 @ 100 points, Q2 & Q3 @ 200 points	500
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 RCoB. If you are a non-RCoB student, please 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"			

TENTATIVE Schedule for the Semester (Subject to Revision)

Week	MMGG	Topic	Remarks
1. May 22 to May 28	Chapter 1	Percentages and Weighted Average	Complete the requirements and earn bonus points: I am Here survey, Syllabus Quiz, and MBTN Signup.
	Chapter 2	Balance Sheet and Income Statement	
2. May 29 to Jun 4	Chapter 3	Channel Markups	Quiz 1 due
	Chapter 4	Breakeven Analysis	
3. Jun 5 to Jun 11	Chapter 5	Marketing Mix: Product	MBTN Set I bonus, Challenge Case I, and Quiz 2 are due
	Chapter 6	Marketing Mix: Promotion	
4. Jun 12 to Jun 18	Chapter 7	Marketing Mix: Price	MBTN Set II bonus and Challenge Case 2 due
	Chapter 8	Marketing Mix: Place	
5. Jun 19 to Jun 23	Chapter 9	Net Present Value	Quiz 3 and MBTN Sets I, and II are due

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 <u>requires individual effort and the use of materials specifically prepared and distributed for it this Semester</u> . Dishonest practices <u>will result in a failing semester grade for the recipient and the giver of unfair help</u> . 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 <u>must</u> 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 <u>completed.xlsx</u> 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:	In this online class, cancellation is not an issue. Your professor will let you know about rescheduling Zoom office hours.

Your Task for the [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
Set I: Due Date June 22			
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 June 22			
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 June 10 10 Bonus Points for completing Set II by June 17 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 extrapolated to 125 and recorded in the Grade Book.			

How MBTN is scored:

The syllabus score $\frac{?}{125}$ on **Sets I and II**: For each set, the % scores earned in the 8 modules of that set are averaged after the June 22 due date, and that $\frac{?}{100}$ is extrapolated and recorded as your score/125 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 MMGG e-book + Canvas materials, but 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 learn for yourself.
- Completing the quizzes using your computer from home, work, or campus WiFi hotspots is appropriate. Please do not take the quizzes in 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 of those two will be recorded as your performance on the quiz. If you did not take a quiz twice, the score from your single attempt would be recorded. A full review of each quiz attempt is available.
- Quiz 1 will consist of 25 multiple-choice questions @ 4 points each, while Quiz 2, and Quiz 3 will have 50 questions @ 4 points each. Hence Quiz 1 is worth 100 points, and Quiz 2 and Quiz 3 are worth 200 points each. The questions draw randomly from a large pool, resulting in a customized quiz for each student.
- Quiz 1 will have a 75-minute time limit (3 minutes per question), while Quizzes 2 and 3 will have a time limit of 150 minutes each (also 3 minutes per question). You must complete each quiz attempt within these time limits because the quizzes auto-submit. The clock will be ticking while you take breaks, if any.
- The questions will be presented one at a time. Going back to skipped questions and changing previous answers are allowed.
- Missed quizzes score as zeros.

Availability Window for Online Quizzes

Quiz#	Based on MMGG	Opens on	Closes on
1	Chapters 1 and 2	May 29	June 4
2	Chapters 3 and 4	June 5	June 11
3	Chapters 3 4 5 6 7 8 and 9	June 19	June 23
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, May 29, and ends at 11:59 pm on Sunday, June 4.			
Please note the shorter, 5-day window for Quiz 3.			
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 by	Bonus Points
1	I am Here survey	May 26	5
1	Syllabus Quiz. Must score at least 80%.	May 26	5
2	Sign-up and pay for MBTN	May 26	5
4	CC1: produce+upload the 5-page PDF correctly	June 9	5
5	MBTN Set I completed by the bonus deadline	June 10	10
6	MBTN Set II completed by the bonus deadline	June 17	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

	Objectives for the Week	Learning Content	Assessed using
Week 1 (May 22 - May 28)	<ol style="list-style-type: none"> 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 average 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 (May 22 – May 28)	<ol style="list-style-type: none"> 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
Week 2 (May 29 - June 4)	<ol style="list-style-type: none"> 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
Week 2 (May 29 - June 4)	<ol style="list-style-type: none"> 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
Week 3 (June 5 - June 11)	<ol style="list-style-type: none"> 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

	Objectives for the Week	Learning Content	Assessed using
Week 3 (June 5 - June 11)	<ol style="list-style-type: none"> 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 4 (June 12 – June 18)	<ol style="list-style-type: none"> 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 4 (June 12 – June 18)	<ol style="list-style-type: none"> 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 5 (June 19 – June 23)	<ol style="list-style-type: none"> 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 compound interest and present value 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. 	MMGG: C9 (Objectives 1 through 6) MBTN: M15 (Objectives 4 through 6), M16 (Objectives 7,8)	Quiz 3 MBTN 2

COVID-19 impact on this UNT ONLINE class

It is important for all of us 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. It is important that you communicate with me prior to the deadline for the task as to what may be preventing you from completing it so that I may make a decision about accommodating your request in a reasonable manner that is also fair to the other students.

If you are experiencing cough, shortness of breath or difficulty breathing, fever, or any of the 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 an important part of succeeding in this online class, your own health, and those of others in the community, is more important.

You may find [this UNT webpage](#) on staying safe on campus during the pandemic 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 academic penalties or sanctions ranging from admonition to expulsion from the University.

Some specific examples of academic integrity violations include cheating, plagiarism, or 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 approved by the course professor. Group assignments should only be discussed 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 prepared by 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 properly footnoted, is also considered plagiarism. You should synthesize this material in your own words and provide a footnote.

Your professor will specify what materials may be used on the tests and exams. Using materials other than those permitted, talking with other individuals during the exam, individuals exchanging information about an exam when one has taken the exam and the other has not, or copying or using material from another individual's exam is academic dishonesty, and it will result in an academic referral or penalty. The use of online assistance, group chat, cell phones, smartwatches, and similar tools during exams is not allowed for any reason unless specifically permitted. No portion of an exam may be copied or photographed without permission.

Students are expected to 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 proper attempt at notification, the University may take appropriate academic actions in the student's absence.