

MKTG 3700.007 MARKETING METRICS 2022 SPRING

Instructor: Professor Gopala “GG” Ganesh
Phone: (940) 565-3129

Office: Zoom Office hours, scheduled or by appointment
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 prerequisites, you will be dropped when the class roll is audited.

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.

This is VERY important! The Canvas Inbox and Canvas Announcements:

All course-related messages are sent via the Canvas Inbox and Canvas Announcements in this online class. You may auto-forward these to your preferred email address. Just click the Account link on the Canvas menu at the left extreme, followed by Settings, then add and * your preferred email address to make that the default.

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 linked on Canvas is recommended for this online class. The identical, physical book may be available from the UNT Bookstore. Please note that there is no royalty to the author.
3. **(Bonus Points)^a** REQUIRED: Purchase, by January 28, access to [this MBTN website](#) for about \$25.00 to work on a specific set of 16 MBTN modules. MBTN will contact you at your UNT email address to complete the purchase and activate your login credentials. Please contact me if you have any issues.
4. UNT-customized Respondus Lockdown Browser, downloadable using the link under Canvas/Quizzes.
5. MS Excel for PC is required. Mac users need to be aware that the case assignment resources are all designed in MS Excel for PC. Mac users may desire to use VMWare to access MS Excel for PC. This course does not include instruction on using VMWare nor spreadsheet software in a Mac environment.
6. I strongly recommend a notepad, a calculator, and a flash drive dedicated to MKTG 3700. You learn better in this class if you simply 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 to complete (1) the I am Here survey, and (2) the Syllabus Quiz by Friday, January 28. 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 Challenge Cases:

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, very 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, or if you choose to become an entrepreneur, and, (c) 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.

<u>Due on</u>	<u>Component</u>	<u>Max Points</u>
March 4	Challenge Case #1: Create and solve a case.xlsx	50
March 25	Challenge Case #2: Create and solve a case.xlsx	75
April 8	Challenge Case #3: Create and solve a case.xlsx	125
April 28	Management-by-the-Numbers (MBTN) Set I	100
April 28	Management-by-the-Numbers (MBTN) Set II	100
Read on!	3 Online Quizzes (Q1=50, Q2=100, Q3=100)	250
week of May 9	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 cutoffs stated below. The grade interpretations are per COB. If you are a non-COB student, please check with your department of major.

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 is based on MMGG book plus related Canvas content

Week	Starts	MMGG Chapter	Topic
1	January 18 (T)	1 2	Percentages, Weighted Average, Balance Sheet and Income Statement
2	January 24 (M)	3	Channel Markups
3	January 31	3	Channel Markups
4	February 7	4	Contribution and Breakeven Analysis
5	February 14	4	Contribution and Breakeven Analysis
6	February 21	9	Net Present Value and Customer Lifetime Value
7	February 28	9	Net Present Value and Customer Lifetime Value
8	March 7	7	Marketing Mix: Price
SPRING BREAK			
9	March 21	8	Marketing Mix: Place
10	March 28	6	Marketing Mix: Promotion
11	April 4	6	Marketing Mix: Promotion
12	April 11	5	Marketing Mix: Product
13	April 18	5	Marketing Mix: Product
14	April 25	Catchup	
15	May 2	Review	
16	May 9	Final Exam per University Schedule	

Class Policies

Canvas Discussions:	This is an online class, and hence, 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 the entire class to access the clarifications via the Discussion Board, which is set up by topic.
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 etc. 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:	COB complies with the ADA Disabilities Act. If you need special arrangements, or if you experience issues related to using your assistive accessibility technologies within the MBTN program, please contact the instructor with specific questions related to the content within the MBTN modules
Attendance:	I shall monitor your presence on the Canvas website for the class.
Submitting Challenge Cases:	(Bonus Points) Must upload your submission to Canvas under the relevant Challenge Case module as a <u>single PDF file</u> . How to produce this and what to upload will be explained as part of Challenge Case 1, due March 4.
Grades on Challenge Cases:	Post-grading, your uploaded assignment will be returned under Canvas-Grades.
Backup of Challenge Cases:	Please maintain an electronic copy of all completed Challenge Cases in original, pre-PDF, xlsx format. If necessary, you may be asked to submit it.
Diligence Policy:	Students who (1) do not complete all the required quizzes/examinations, and/or (2) fail to submit any Challenge Case, and/or (3) fail to do at least some work on MBTN Sets I and II, will forfeit ALL bonus points (built-in or add-on), doles, curves, etc., even those already earned, at the end of the semester.
Post-grading Review:	Post-grading 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. You will hear from the instructor if Zoom office hours have to be rescheduled.

Your task for the Management-by-the-Numbers exercise 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 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 not necessary 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 are in the general topic area and correspond approximately.

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, mostly 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 are given the option of immediately repeating that problem set OR returning to that problem set later (with new numbers in either case). You may certainly 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 deadline for its Set).

You start each module as “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 PS’s completed or 80% of all questions), and finally “CEO/CMO” (all four PS’s completed or 100% of all questions).

There is a book, Marketing Metrics 4e, by Professors Bendle, Farris, Pfeifer, and Reibstein, which goes with the MBTN site. However, in my judgment, it is NOT necessary to buy the book. Just the above PDF tutorials, all derived from that book, are sufficient. After you are done with MBTN, if you would like to buy the book for future reference, please contact me and I shall give you additional details.

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

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 4/28			
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 4/28			
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 2/20 10 Bonus Points for completing Set II by 3/27 Completion of a set means completing all of its 8 modules with the top score of 100 and therefore an average of 100 for the set.			

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 Due Date and that is recorded as your score/100.

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

- The quizzes require the UNT-version of the Respondus Lockdown Browser (RLB), downloadable through the link under Canvas/Quizzes. However, camera monitoring is NOT required.
- 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 MMGG book and the formula sheet, 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 by yourself.
- Completing the quizzes using your computer from home or work or through campus WiFi hotspots is appropriate. Please do not take the quizzes in the COB 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 will be recorded. A detailed review of your each quiz attempt, accessed through the RLB, is allowed.
- 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 time limit (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. However, going back 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	Closes on
1	Chapters 1 and 2	February 14	February 20
2	Chapters 3 and 4	March 21	March 27
3	Chapters 5 6 7 8 and 9	April 25	May 1
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 February 14, and ends at 11:59 pm on Sunday February 20.			
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	1/28	5
2	Syllabus Quiz. Must score at least 80%.	1/28	5
3	Log in and pay for MBTN	1/28	5
4	CC1: produce+upload the 5-page PDF correctly	3/4	5
5	MBTN Set I completed by bonus deadline	2/20	10
6	MBTN Set II completed by bonus deadline	3/27	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 simply add to your earned Semester Total out of 1,000. Therefore, they represent a VERY significant, generous 4.0% grade-boost opportunity. Occasionally, I might 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 the deadline for each. I sincerely hope that each of my students will mop up all 40 bonus points. I am sure you will!

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, HOWEVER, PLEASE MAKE SURE YOU EARN ALL THE ABOVE, FAIRLY 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 HAVE THE POTENTIAL TO BOOST YOUR SEMESTER % BY 4.0%. PLEASE DO NOT MISS OUT ON THIS EASY-TO-AVAIL OPPORTUNITY!

Learning Objectives for Each Week

Week	Objectives for the Week	Learning Content	Assessed using
Week 1 (1/18-1/23)	<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 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 (1/18-1/23)	<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
Weeks 2-3 (1/24-2/6)	<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
Weeks 4-5 (2/7-2/20)	<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 point. 9. Recognize and handle sunk costs correctly in a 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 (2/21-3/6)	<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 CI and PV analysis. 4. Describe the difference between the cost of capital and discount rate. 5. Compute Net Present Value, Payback Period and Internal Rate of Return 6. Interpret in a managerial sense, NPV, Payback Period, and IRR. 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 (Objective 7,8)	Quiz 3 MBTN 2

Week	Objectives for the Week	Learning Content	Assessed using
Week 8 (3/7-3/13)	<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 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 (3/21-3/27)	<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 10-11 (3/28-4/10)	<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 12-13 (4/11-4/24)	<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

COVID-19 impact on this UNT 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 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 both professional and legal standards. Academic dishonesty destroys trust, damages the reputation and the value of the degree, 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 a range of 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, and research papers, and case analyses. Your work must be entirely your own. When working on assignments, you should not discuss your work with others unless 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, if any, 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 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 has been made, the University may take appropriate academic actions in the absence of the student.