

# MKTG 4120

## CONSUMER BEHAVIOR

Dr. Lidan Xu (Fall 2023)



**UNT**  
UNIVERSITY  
OF NORTH TEXAS  
EST. 1890



DEPARTMENT OF  
MARKETING & LOGISTICS  
College of Business

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### Course Goals

We are all consumers. We make purchase decisions on an everyday basis, yet often those decisions can change depending on our mood or current situation. And two consumers are alike. With all these differences in decision-making, both across and within consumers, how can we as managers construct coherent marketing strategies?

In this class, we will learn how and why consumers behave the way that they do. We'll explore intuitions about our own and others' behavior using theories developed in marketing, psychology, and other behavioral sciences. We will learn how to use these theories to predict how consumers will respond to different marketing activities.

The goals of this class are:

- to acquire a framework for analyzing consumer behavior problems
- to learn how consumer behavior can be affected by different marketing strategies
- to show how behavioral evidence can be used to evaluate alternative marketing strategies
- to develop a deeper understanding of consumer behavior by learning about relevant psychological and sociological theories
- to acquire experience in applying these theories to real-world consumer behavior problems

### Course Materials:

There is no required book for this class. All relevant materials and class slides will be uploaded online. Please make sure to check Canvas regularly for uploads.

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### Instructor Information

<b>Instructor:</b>	Dr. Lidan Xu
<b>Email:</b>	<a href="mailto:Lidan.Xu@unt.edu">Lidan.Xu@unt.edu</a> (Preferred way of communication)
<b>Office:</b>	BLB 367D
<b>Telephone:</b>	(940) 565-3371
<b>Office Hours:</b>	Thursdays 1-2pm or by appointment

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## **COURSE FORMAT**

A variety of teaching methodologies are used in this course. Class periods include lecture (to describe basic concepts and their applications), discussions (to get your perspective on marketing topics), and in class activities (to encourage you to learn from one another). All students are encouraged to participate in class and to demonstrate their preparation and level of understanding of the material being discussed.

Heavy discussion and participation are expected **in class and through zoom**, so **when on zoom your cameras must be on**. I am not here to “teach the text”. In class we will create learning experiences. **Please see syllabus for dates that we will meet on Zoom.**

### **In-class Seating & Name tents**

Please choose a seat you are comfortable with and stick to it. Please always bring your name tent or create one in case you forgot. Memorizing names is greatly improved by providing visual aids. Not having a name tent will not prevent on being called upon, it just makes it more awkward.

## **A Few Notes**

### **Face Coverings**

UNT encourages everyone to wear a face covering when indoors, regardless of vaccination status, to protect yourself and others from COVID infection, as recommended by current CDC guidelines. Face covering guidelines could change based on community health conditions.

### **Attendance**

Students are expected to attend class meetings regularly and to abide by the attendance policy established for the course. It is important that you communicate with the professor prior to being absent, so you and the professor can discuss and mitigate the impact of the absence on your attainment of course learning goals. Please inform the professor if you are unable to attend class meetings because you are ill, in mindfulness of the health and safety of everyone in our community.

If you are experiencing any [symptoms of COVID-19](https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html) (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or [askSHWC@unt.edu](mailto:askSHWC@unt.edu)) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Team at [COVID@unt.edu](mailto:COVID@unt.edu) for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure.

**Academic Integrity Notice:** Students are expected to conduct themselves in a manner consistent with the University’s status as an institution of higher education. As a student-centered public research university, the University of North Texas promotes the integrity of the learning process by establishing and enforcing academic standards. Academic dishonesty breaches the mutual trust necessary in an academic environment and undermines all scholarship. Academic

dishonesty includes cheating and plagiarism. For more information on academic dishonesty and academic integrity, please visit [vpaa.unt.edu/academicintegrity.htm](http://vpaa.unt.edu/academicintegrity.htm).

**Student Evaluations of Teaching Effectiveness (SPOT Evaluations):** Evaluations of teaching effectiveness are required for all organized classes at UNT. The short survey will be made available to you at the end of the semester and gives you the opportunity to comment on how this class is taught. Though participation in the SPOT Evaluation is not required, if 80% of the class completes the anonymous survey, the entire class (100%) will be awarded 5% of the course points (5 points) as a reward.

**Reading assignments/class notes:** You are expected to come to class prepared. I strongly encourage you to bring the PowerPoint slides posted on Canvas (<https://unt.instructure.com>) with you to class. The slides will be posted no later than 11:00PM the evening before each class. The PowerPoint slides are designed to aid your note taking. As such, they do not contain all the information presented in class and are not a substitute for attending class and taking complete notes.

#### Evaluation

1. Cases (2 cases x 10 points each)	30 points
- Discussion participation	10 points (5 points x 2)
- Reaction papers	20 points (10 points x 2)
2. Application Tasks*:	
- Consumer observation task	5 points
- Consumer analysis	10 points
3. Final Exam	20 points
4. Research participation (SONA)	10 points
5. Final group project project (25% of your grade, as follows)*:	
- Progress Report	5 points
- Final Report	10 points
- Final presentation	10 points
Total:	100 points

The \* denotes group project. As you can see, 40% of your grades are based on group work. Group evaluation will be conducted after every single group assignment. See course policy for penalty for not contributing to the group projects.

#### Grading

Grading rubric used for this course is as follows:

- A: 90-100 pts
- B: 80-89.99 pts
- C: 70-79.99 pts
- D: 60-69.99 pts
- F: Below 60

**A Final Note on Grading:** All final grades are just that – FINAL. Any and all grade discrepancies should be raised prior to the end of the semester. Do not wait until the final grades have been posted to contact me. If you need help, or cannot complete work because of a personal difficulty, please contact me immediately so that your needs can be accommodated. Also, there may be extra credit opportunities throughout the semester. However, I will not offer extra credit after the final presentations are finished. No individual score adjustment for the final grade, unless the adjustment has to be made because of calculation error.

### Course Component Descriptions and Requirements:

Below is an abbreviated summary of the course components, which will be described in more detail as the course progresses.

1. **Final Exam: Final exam is cumulative but you are allowed to bring a cheat sheet (maximum of 1 page – can be double sided and typed).** It is conducted during the final exam period. Format may be exclusively or a combination of short answer, multiple choice, and true/false questions covering what was covered in the lectures.
2. **Application Tasks (Team work).** Throughout the term there will be a variety of application activities to be completed with your team members. These application tasks will be graded on the basis of your level of engagement (i.e., participation). Details will be provided both in class and on the course website.

3. **Case Presentation & Discussion Leading**

**Case Discussions:** All students should attend and come prepared to discuss every case. I may call on students randomly to participate in each case discussion. Active participation in the discussion is an important component for your discussion grades for the case. **ATTENDANCE WILL BE TAKEN ON THE CASE DISCUSSION DAYS. If there is an official documented reason that you have to miss the case discussion day, please let me know as soon as possible. If you didn't email me with official document for your excused absence, and you didn't show up for the case discussion day, 2 points will automatically be deducted from the case discussion score.**

**Reaction Papers:** There will be 2 case days in this semester. Cases will be uploaded on Canvas two weeks before the due date. Each person will be expected to write a 2 page (double spaced) report for each case. Reports need to be submitted on Canvas. However, to facilitate case discussion, I also encourage you to bring a printed version to class. **Late cases will be deducted 1 point per day, up to seven days. If a late**

**case is submitted seven days after it's due date, it will NOT be accepted and you will receive "0" for your case report. No exceptions will be given.**

4. **Progress Report (Team work):** Your team will be required to turn in a detailed outline that reflects the structure of the final project report and presentation. This outline should not just contain headings, but summaries of the arguments you are presenting in bullet form (do not write fully-formed sentences or paragraphs in this report). These reports will vary in length, depending on what you are describing. This report will be part of your final project grade.
5. **Final Project (Team work):** The final project will be a team project. We will conduct our presentations during three designated class days prior to the scheduled final exam time. Students must attend all presentations.
  - ✓ **Progress Report (Team work):** Your team will be required to turn in a detailed outline that reflects the structure of the final project report and presentation. This outline should not just contain headings, but summaries of the arguments you are presenting in bullet form (do not write fully-formed sentences or paragraphs in this report). These reports will vary in length, depending on what you are describing. This report will be part of your final project grade.
  - ✓ **The team also needs to submit the proposal on time.** If not submitted on time, 1 point will be deducted from the progress report.
  - ✓ **Final presentation:** three class periods will be designated for the final presentations before the finals week.
  - ✓ **Final report:** all teams must submit a final report before their presentations. More details on the final report will be posted on Canvas.
6. **Research Participation (10 points).** As part of your learning experience in this course, you will be required to participate in research studies to gain experience with the research process and learn about methods and scaling techniques. Your participation in these research studies will make up **10%** of your final class grade.

To fulfil the requirement, you **must** create an account on the **College of Business REP** webpage—[unt-cob.sona-systems.com](http://unt-cob.sona-systems.com)—which allows you to browse and sign up for available studies. **DO NOT** sign up for the SONA in the Psychology Department! Use the **CoB SONA** link provided above.

The amount of credit assigned is based on the length of time the study takes to complete and whether you participate online or in-person in the COB behavioral Lab (BLB 279):

**Online Studies**

- <15 minute studies = 1 credit
- 15-30 minute studies = 2 credits
- >30 minute studies = 3 credits

**In-Person Lab Studies (Behavioral Lab - BLB 279)**

- <15 minute studies = 3 credit
- 15-30 minute studies = 4 credits
- >30 minute studies = 5 credits

To fulfill the 10% course requirement, you must earn a total of **10 REP credits** throughout the semester (i.e., 1 credit = 1 percent of your final grade). All credits earned will be added to your final course grade at the end of the semester. Additional extra credit points may be available at my discretion.

➔ To sign up, please visit [unt-cob.sona-systems.com](http://unt-cob.sona-systems.com). If you have questions, DO NOT contact me. Instead, contact the SONA managers via email at [RCoBRep@unt.edu](mailto:RCoBRep@unt.edu). Your questions will be addressed promptly, usually within 24 hours.

**Please Note:**

- 1) Don't wait! Create your account ASAP! Get first access to available studies.
- 2) Assign your credits to the proper course. This course is: \_\_\_\_\_.
- 3) If you have another course that also requires SONA credits, you must complete those credits separately. On the main SONA account page, you can assign your completed credits to specific courses (of your choice). You have up to May 5<sup>th</sup> to adjust these credits!
- 4) If you do not want to participate in the posted studies, you can complete a 2-page research article critique for 2 points of REP credit each. To do so, please email [RCoBRep@unt.edu](mailto:RCoBRep@unt.edu) and they will assign you an article to critique. Critiques are due on or before April 28<sup>th</sup>.

**Important Deadlines!**

**April 28<sup>th</sup>, 5:00 PM** – Last day to participate in SONA for Spring semester. You will have one week from this date to adjust your final credits assigned to particular classes in SONA. On May 5<sup>th</sup>, final scores will be distributed to instructors and cannot be changed after that point.

Thanks in advance for your participation! Have a great semester!

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**Course Policies**

**Course assignments submission:**

All assignments must be typed and submitted through Canvas unless otherwise specified. **All assignments are due before class, unless otherwise specified. Please pay attention to Canvas deadlines.**

**Technology:**

In class use of laptop computers is restricted for note taking purposes ONLY. Communication devices (cell phones, iPads, etc.) capable of sending and/or receiving electronic communication and all entertainment devices are to be turned off and kept off throughout each class session. The use of these devices during class is disruptive to the learning environment and will count significantly against your CAPP score. **The use of cameras, video cameras and recording devices on mobile phones, laptops, tablets, etc. to take photos of the white board or projected materials, and/or audio recordings of lectures during class sessions are strictly prohibited**

**Guidelines for Professional Communication:**

Students are expected to treat any digital communications in the Course—including discussion posts and emails—as professional communication. Thus, it is expected that such communications:

- Will be written in complete sentences and utilize proper punctuation, spelling, grammar, capitalization, usage, etc.
- Words will be spelled out completely (i.e., no jargon/text messaging short-hand)
- Will not be written in all capital letters
- Email messages should come from appropriate (i.e., not be from addresses such as hotmama@gmail.com) accounts, and it is suggested that students utilize their UNT email addresses. Due to the threat of viruses, etc., emails from questionable accounts will be deleted without being read.
- Emails should include a specific subject line.
- All communications should be courteous and respectful.

Any work that you submit must be your own, original work. Campus policy requires me to inform students that copying work from *any* other source will be treated as cheating and dealt with in a manner consistent with university policies (see the Undergraduate Student Handbook). This applies to copying from such sources as other students' work, advertisements in the marketplace, company web sites, articles in the press, etc.

Peer evaluations can affect your final grades. In the business world, being a responsible and active team player is crucial for your career success. Hence, in this class, I would like you to treat your group members as your colleagues in the business professional setting, and each group member should carry his/her weight to actively participate and contribute in the group-based assignments. Remember, you are a team and you should treat your team success as your own success. Slacking in the group assignments is not fair for other team members. Treat others as you would want others to treat onto you. If you feel that any team member is not putting the weights that s/he should have to, please feel free to talk to me and we will resolve the situation together. After each team assignment, a peer evaluation form will be delivered to you. **Peer evaluations must be completed and turned in by the announced deadline. This peer evaluation will have a significant impact on your individual grade if you do not put in the same weight of effort as other team members.** For example, if peer evaluations indicate someone did only 90% of what they were expected to do on the final project, that person might only get 90% of the team's grade on the project. Example: if the team grade is 92, the person may earn only an 83 ( $0.9 \times 92 = 83$ ). No one will get more than 100% of the team grade. **I will have periodic check-ins with each team.**

Important course announcements (e.g., changes in the syllabus, extra credit experiment opportunities, etc.) and various suggestions and hints will be posted on **Canvas and/or will be emailed, so please make sure to check Canvas frequently.** Also, please check your e-mail regularly.

Problems to Avoid:

Failure to take the initiative in resolving any problems that could affect your performance in this course (and ultimately your grade). If you are not able to attend class for a period of time due to extended illness, etc., please let me know. DO NOT wait until the problem has already become a crisis to make arrangements. Keep me posted on illnesses and other serious problems so that I can work with you to find a solution.

### Course Schedule

*(Note: This schedule is tentative. Slight changes will occur as cases, presentations, or enrollment is updated.)*

Week	Session	Date	Topic	Assignment Due
1	1	Jan 17	Introduction & Course Overview	
	2	Jan 19	What is Consumer Behavior?	
2	3	Jan 24	Methods in Consumer Behavior	
	4	Jan 26	Value	
3	5	Jan 31	<b>Students read assigned reading materials, no official class meeting</b>	Assigned reading: Reading: Influence of Beer Brand on Taste Perception, Journal of Marketing Research Reading: Marketing Actions can Modulate Neural Representations of Experienced Pleasure, PNAS
	6	Feb 2	Perception	<b>Due: Application task 1 due</b>
4	7	Feb 7	<b>Student work on consumer observation task</b>	<b>Consumer Observation task (application task 1) due</b>
	8	Feb 9	Memory and Cognition	<b>Due: Final project proposal</b>
5	9	Feb 14	<b>Meetings with individual teams over zoom: Finalize the final project topic</b>	
	10	Feb 16	Motivation and Emotion	



Week	Session	Date	Topic	Assignment Due
6	11	Feb 21	<b>Motivation and Emotion (Meet on Zoom)</b>	
		Feb 23	<b>Case Discussion 1</b>	<b>Due: Case reaction paper</b>
7	12	Feb 28	Group work day – application task 2	
	13	Mar 2	Attitudes	
8	14	Mar 7	<b>Application task 2 presentation (Presentations over zoom)</b>	
	15	Mar 9	Personality, Lifestyle, and Self-concept	
9	16	Mar 14	No class spring break	
	17	Mar 16	No class spring break	
10	18	Mar 21	Consumer Culture <b>(Meeting over zoom)</b>	
	18	Mar 23	Consumer Culture	
11	20	Mar 28	Demographics <b>(Meeting over zoom)</b>	
	21	Mar 30	<b>Case Discussion 2</b>	<b>Due: case reaction paper due</b>
12	22	April 4	Group project work day (no class)	<b>Due: Progress Report due</b>
	23	April 6	Social influence and persuasion knowledge	
13	24	April 11	<b>Meetings with individual teams over zoom, progress report feedback</b>	

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	25	April 13	Social influence and persuasion knowledge	
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14	26	April 18	Psychographics & Segmentation <b>(Meet on Zoom)</b>	
	27	April 20	<b>Final Project Presentations</b>	<b>FINAL PROJECT REPORT DUE</b>
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15	28	April 25	<b>Final Project Presentations</b>	
	29	April 27	<b>Final Project Presentations</b>	
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16	30	May 2	<b>Final exam review</b>	
	31	May 4	No class – prepare for final	
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17	33	May 9	<b>Final exam 5pm-7pm</b>	

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Changes: I reserve the right to make changes to what is outlined on the syllabus. I may announce important changes to this schedule during class time. All students are responsible for remaining up to date with important class announcements. If you are absent, you should contact a classmate for missed information. If you are present, please pay attention and listen for announcements.

### **Additional Notes**

#### **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 as 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, smart watches, 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.

### **Academic Dishonesty:**

The University of North Texas and the Committee on Academic Misconduct expect that all students have read and understand the University’s Code of Student Conduct and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University’s Code of Student Conduct and this syllabus may constitute “Academic Misconduct.”

The University of North Texas' Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an "excuse" for academic misconduct, so I recommend that you review the Code of Student Conduct, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's Code of Student Conduct, the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

### **Special Accommodations:**

A student with a disability or those who need special accommodations should talk to me individually within the first two weeks of the class.

*UNT policy:* The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact ODA by phone at (940) 565-4323.

*The following is an announcement from the Office of Disability Access (ODA). There is a student with a disability in this class who requires a note taker. If you are willing to provide a copy of your notes to this student in this class and plan to attend class on a REGULAR basis, please sign up to be a note-taker. Information on what a note-taker does, as well as directions on how to sign up, can be found at: <https://studentaffairs.unt.edu/office-disability-access/resources/peer-notetakers-notetaking-volunteers> . Please specifically see the link titled "Becoming A Volunteer Note-taker." At the end of the semester you will be eligible for a commendation letter from ODA which provides documentation for your volunteered service. Please contact the ODA if you have any questions. Our email is: [Notes.ODA@unt.edu](mailto:Notes.ODA@unt.edu). Thank you.*

### **Emergency Notification & Procedures**

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.”

### **Emergency Evacuation Procedures for Business Leadership Building:**

*Severe Weather:* In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place area in the building. If unable to safely move to the designated shelter-in-place area, seek shelter in a windowless interior room or hallway on the lowest floor of the building. All building occupants should take shelter in rooms 055, 077, 090, and the restrooms on the basement level. In rooms 170, 155, and the restrooms on the first floor.

*Bomb Threat/Fire:* In the event of a bomb threat or fire in the building, all building occupants should immediately evacuate the building using the nearest exit. Once outside, proceed to the designated assembly area. If unable to safely move to the designated assembly area, contact one or more members of your department or unit to let them know you are safe and inform them of your whereabouts. Persons with mobility impairments who are unable to safely exit the building should move to a designated area of refuge and await assistance from emergency responders. All building occupants should immediately evacuate the building and proceed to the south side of Crumley Hall in the grassy area, west of parking lot 24.

### **Course Contract**

Agreement to the Terms of the Syllabus: This syllabus should be considered a “contract”, whereby you agree to abide by the terms and requirements within this syllabus. If you are uncomfortable with or do not wish to abide by the requirements listed in this syllabus, you should make arrangements to drop the class. Your continued enrollment in the class assumes that you have agreed to all of the terms listed herein.

### **More information on Academic Integrity**

Academic integrity emanates from a culture that embraces the core values of trust and honesty necessary for full learning to occur. As a student-centered public research university, the University of North Texas promotes the integrity of the learning process by establishing and enforcing academic standards. Academic dishonesty breaches the mutual trust necessary in an academic environment and undermines all scholarship.

Violations of academic integrity occur when students engage in or help others to engage in cheating, plagiarism, and comparable behaviors. Academic integrity is a serious issue for a number of reasons.

1. Cheating or plagiarizing serves short-term interest only. Even if you are able to successfully commit academic misconduct without being caught, you only suffer later on by not having learned the information, or by not having fully and earnestly engaged in the learning experience. In short, any behavior indicative of poor character only hurts you in

the end. A strong moral character is incredibly valuable and cannot be taken by someone else, but only lost by your decisions and actions.

2. When academic misconduct occurs, especially if it becomes widespread, it undermines the value of your degree. Consider telling future employers you have a degree from UNT and they respond, "Isn't that the college where everyone just cheats their way through?" Your job then goes to another candidate with a degree from a more reputable institution. Be a part of making our institution excellent and your degree valuable.
3. The consequences for academic misconduct can be severe. The least severe cases result in a warning and a report to a central database where your educational record will reflect the violation. Consequences escalate very quickly to failing grades on assignments, lowering your final grade, or a failing grade in the course. Furthermore, major violations are subject to additional discipline by the University up to suspension and expulsion.

Professors were students once too, and we understand the reasons that students engage in this behavior. While the reasons are very real, for each excuse there's a better response that supports not engaging in academic misconduct.

1. **Excuse:** The work is really challenging and difficult and you just don't get it. You tried to study, but it's too hard.  
**Response:** *College is supposed to be challenging. Being able to rise to the challenge is what will make you a valuable commodity on the job market after graduation. Plus there are plenty of legitimate resources to assist you in rising to the occasion. Start by coming to talk to your professor - we LOVE to help students learn this stuff.*
2. **Excuse:** You're really busy. Maybe you're taking a full load and trying to hold down a job. Maybe you're really involved in a lot of different extracurricular activities. You have a lot of responsibilities and studying just didn't make the cut this time around.  
**Response:** *It's true there are only so many hours in a day. Students really should treat like college like a full-time job to be successful. For students who have no choice but to work to support themselves, the reality is that you may have to scale back on your course load. Regardless of how busy you are, it doesn't justify engaging in academic misconduct. If the only way to get it done is to cheat then you're not getting it done at all.*
3. **Excuse:** This subject doesn't really hold any interest for you. Maybe you're required to take it or you just needed another 3 credits to put toward your degree.  
**Response:** *You're not going to be interested in every subject equally, but there's a reason it's offered as a part of your degree. It is important to your future that you master the skills and knowledge offered in this course. Remember that in the workplace, not all assignments will hold equal interest for you either - it's still important to give each your best effort.*

## **Ryan College of Business - Statement on Academic Honesty**

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 from admonition (a warning) to expulsion from the University.

Some of the most common examples of academic integrity violations include plagiarism or cheating, such as unauthorized assistance on examinations, homework, research papers or 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 instructor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable in some way for known academic integrity violations in a group assignment.

Another example of academic dishonesty relates to improper attribution. When preparing your assignments, you must cite all outside sources in the manner requested by your instructor. 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 not appropriate. You should synthesize this material in your own words and provide a footnote.

Your instructor 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 a meeting to discuss academic integrity violations and potentially issue sanctions mentioned above, and may result in ineligibility for academic scholarships. The use of online assistance, such as sites commonly used for finding homework solutions, group chat, cell phones, smart watches, 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 a request to discuss suspected academic dishonesty when 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’s participation.

## Ethical Safeguards

Participating in this module is one way that you are working to safeguard our institution from academic misconduct. Still, because academic integrity is so important, this course employs other safeguards as well. It's easier to avoid making poor decisions when we think other people are watching, so this course includes some ethical safeguards along those lines to support positive decision making.

1. Proctored quizzes and exams.
  - We use Respondus LockDown Browser with a Webcam for all quizzes or exams. The LockDown Browser is a software application that you install on your computer. To open this application you must have all other programs on your computer closed. Once you open the LockDown Browser you cannot open other programs on your computer while it's running. This helps to reduce the temptation to have notes up or search the Internet for answers. This software also uses your webcam to record you taking the assignment. This is intended to simulate the classroom experience, where faculty are present to monitor exams as they occur. The video is stored in a secure location that is only accessible by the faculty member and becomes a part of your educational record for the course. Videos are typically only reviewed if the software flags suspicious behavior. This is not intended to invade your privacy, but to reduce the temptation to use a second device or a textbook where it is not permitted. By using this software to hold students accountable it also allows for faculty to provide more time on quizzes and exams, instead of putting short time limits on exams in an effort to cut down on students looking up answers.
2. Plagiarism checkers.
  - In this class we use TurnItIn to check for plagiarism. TurnItIn is utilized by colleges and universities across the country to check for plagiarism. The software creates a database of information from other papers submitted, and information found online, to crosscheck your work. The process is done to protect your confidentiality and you maintain ownership of your work. The software produces a Similarity Score that compares your work to others. As some overlap is to be expected when students are writing on the same or similar prompts, this score does not mean plagiarism has occurred. It is only used to bring faculty awareness to the possibility of plagiarism. Your faculty member will contact you if they believe plagiarism has occurred.



## Definitions for Academic Dishonesty

This is not a complete list of definitions in the policy, but rather the most commonly occurring ones that you should familiarize yourself with.

1. **Cheating:** the use of unauthorized assistance in an academic exercise, including but not limited to:
  - use of any unauthorized assistance to take exams, tests, quizzes, or other assessments;
  - use of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments;
  - use, without permission, of tests, notes, or other academic materials belonging to instructors, staff members, or other students of the University;
  - dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor;
  - any other act designed to give a student an unfair advantage on an academic assignment.
2. **Plagiarism:** the use of another's thoughts or words without proper attribution in any academic exercise, regardless of the student's intent, including but not limited to:
  - the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgement or citation, or
  - the knowing or negligent unacknowledged use of materials prepared by another person or by an agency engaged in selling term papers or other academic materials.
3. **Facilitating Academic Dishonesty:** helping or assisting another in the commission of academic dishonesty. This includes providing information to another student that allows them an unfair advantage or has not been made available or permissible for them by the professor.
  - This includes sharing information such as answers, tips, or questions from an assessment that you have taken. This is not permitted by the professor even after the assignment has closed.
4. **Fabrication:** falsifying or inventing any information, data, or research outside of a defined academic exercise. Using false information to substantiate arguments or make points in an academic assignment.