

MKTG 3650.501 – MARKETING FOUNDATIONS

Face to Face Meetings – as per Official Course Schedule

FALL-2022



University of North Texas
NEW COLLEGE
MKTG 3650.501 FOUNDATIONS OF MARKETING
Fall , Aug. 29 thru Dec. 14, 2022

Welcome to Foundations of Marketing Practice

COURSE CATALOG DESCRIPTION

Course Description: MKTG 3650 - Foundations of Marketing Practice

Course Catalog Description: Survey of marketing concepts and practices and overview of the range of activities performed by marketing managers. Topics include the identification of market opportunities, strategic marketing planning, product/service development and management, price setting and management, establishing and managing distribution channels, and structuring promotional programs.

Course Prerequisite: Must be at a Junior classification or higher for this course.

Instructor Contact Information

- Dr. Tina Mims
- Office is located in Room 126 Hall Park A, however virtual is preferred
- 469-951-3200, text or phone calls, text is preferred method of communication
- Office hours – on campus Tuesday, Room 126 Hall Park A, between 12 and 1p, and 4 to 6 pm.

Course Pre-requisites and Skills Students Need for this Course

Pre-requisite for this course is MKTG 3650 (Marketing Foundations).

Students need the following skills before beginning this course:

- ✓ The ability to read, write, communicate at 10th grade level or higher.
- ✓ The ability to use all videos, audio recordings, all required reading, investigate URL's provided in this course.
- ✓ The ability to use the UNT Library resources.
- ✓ The ability to conduct secondary research without relying on search engines alone.
- ✓ Self-discipline to complete work before or by the due date and time.
- ✓ Time management skills to meet personal needs and course requirements during this short course.
- ✓ Professional interaction skills with classmates and instructor.
- ✓ The ability to recognize that plagiarism is a most likely a copyright infringement.
- ✓ The ability to avoid copying and pasting material by using credible sources; read, interpret, critically think and report the material relevant to any course request in your own personalized understanding

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Learning Objectives/Outcomes/Goals:

Upon successful completion of this course, our goal is for you to (chapters indicated by a C):

- 1) Define Marketing concepts and practices. (C1 and C2)
- 2) Determine difference between strategy and planning. (C2 and C3)
- 3) Describe ~~consumer~~ customer behavior from a marketing point of view.(C4)
- 4) *Identify the role of research in marketing and practice using credible sources. (C5)
- 5) Determine how to identify, describe, quantify and leverage the marketing mix to a target customer. (C6 and C7)
- 6) Delivering products/services that meet customer needs. (C8)
- 7) Identifying placement decisions, the relationship of channel members and managing distribution channels. (C9)
- 8) Price setting, price and cost management. (C10)
- 9) Describing and structuring the promotion possibilities in today's digital environment. (C11 and C12)
- 10) Measuring marketing effectiveness – market share, price elasticity, break-even analysis. (C13)
- 11) Re-visit Strategic Planning, Business Planning and Marketing Plan as a market manager. (C14 and C15)

How this course and Learning Objectives will benefit you:

1. You will be prepared for discussing marketing in a variety of industries.
2. You will practice important measures of effectiveness.
3. You will earn Google Analytics Certificate – important basic skill for individuals in digital marketing.



4. You will earn certifications you can place on your resume and link to your LinkedIn account. A few of these certifications may be accredited by the Project Management Institute (PMI®).

Professional Certifications and Continuing Education Units (CEUs)



Project Management Institute (PMI)®

PDU/ContactHours: 0.5

LinkedIn Learning has been reviewed and approved by the PMI® Authorized Training Partner Program. This course qualifies for professional development units (PDUs).



The PMI Authorized Training Partner logo is a registered mark of the Project Management Institute, Inc.

Materials: TEXTBOOK, SOFTWARE, APPS REQUIREMENTS

Title: APPLIED MARKETING 2nd edition

Authors: Padgett and Loos

Published by: Wiley

STUDENTS MUST HAVE:

WILEY PLUS access for this course

PDF READER (available via UNT's VMWare for free)

MS OFFICE WORD, PPT, EXCEL (available via UNT's VMWare for free)

Strongly recommend having a professional LinkedIn account!

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Where to get HELP:

Technical Expectations, Software Requirements-Tech Support

This course does not teach how to use: CANVAS, Respondus, ZOOM, UNT Library Sources, APA citation style, write at a professional level, PDF, MSWord, MSPPT, or MSEXcel.

UIT Help Desk: <http://www.unt.edu/helpdesk/index.htm> UNT Writing Center <https://writingcenter.unt.edu/>

The University of North Texas provides student technical support in the use of CANVAS and supported resources. The student help desk may be reached at:

Email: helpdesk@unt.edu
Phone: 940.565-2324

- Other related hardware or software necessary for the course: such as headset/microphone for synchronous chats, word processor, etc.
- Canvas technical requirements that students are expected to check and insure their hardware works: <https://clear.unt.edu/supported-technologies/canvas/requirements>

Minimum Technical Skills Needed

Technology Skills you must have (by the way, I borrowed many of these from employer job posting expectations): Today's 'minimum employer expectations' Hardware Link and this Link, then for software employers expect Link). Minimum technology skills for successful completion of this course include:

- ✓ Basic familiarity with MS Office in a PC environment
- ✓ Opening, creating, sending, and receiving Microsoft documents and PDF documents
- ✓ Using a web-camera - MAY be required for Exams.
- ✓ Recognizing and opening 'hot links'
- ✓ Navigating Canvas, using Canvas
- ✓ Identifying the strength/availability of your Internet
- ✓ Know what "browser" you are using
- ✓ Know what "operating" system you are using
- ✓ Ability to access YouTube and or Canvas Videos (ODA accommodations included where videos appear)
- ✓ Have a UNT ZOOM account with the ability to use Zoom if asked.

Success in this Online Course

- ✓ Do not miss **due dates**.
- ✓ Login to Canvas **one or two times each day**.
- ✓ Always **read announcements**.
- ✓ **Read, watch, research everything provided to you and take notes as if in a face to face class.**
- ✓ **Only use the LINKS to graded requirements under "COMPLETE" section each week.**

Technology Agreement with Students

Here is the technology expectation from the instructor with every student:

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You, the student, are responsible for obtaining and maintaining any equipment and ancillary services needed to connect to or access the CANVAS. You, the student, are responsible for obtaining and maintaining any equipment and ancillary services needed to connect to or access any materials provided in the course by the instructor.

You, the student, are responsible for your access, including without limitation, working hardware, software, internet service, cable, modems, or telecommunication capacity necessary to attend the course online or face-to-face. You shall be solely responsible for ensuring that the equipment you choose to use, and ancillary services, are compatible with the CANVAS, the UNT website, UNT library site, any course materials provided, and software required.

This instructor has a zero-tolerance policy for technology excuses. Reasons that support this zero-tolerance policy is: 1) sufficient resources are available to check the system the student chooses to use, 2) it is the student's decision when, where, and how they desire to access course materials, 3) the student agrees before beginning any test or exam in CANVAS they understand there are no resets, and 4) the student has an obligation to fix any technical issues before making additional test attempts at any time – this requires time management skills on the part of the student.

Student Academic Support Services

- [Code of Student Conduct](#): provides Code of Student Conduct along with other useful links
- [Office of Disability Access](#): exists to prevent discrimination based on disability and to help students reach a higher level of independence
- [Counseling and Testing Services](#): provides counseling services to the UNT community, as well as testing services; such as admissions testing, computer-based testing, career testing, and other tests
- [UNT Libraries](#)
- [UNT Learning Center](#): provides a variety of services, including tutoring, to enhance the student academic experience
- [UNT Writing Center](#): offers free writing tutoring to all UNT students, undergraduate and graduate, including online tutoring
- [Succeed at UNT](#): information regarding how to be a successful student at UNT

COMMUNICATING WITH YOUR INSTRUCTOR

Primary method to communicate with your Instructor is via TEXT at 469-951-3200: Dr. Mims asks everyone to communicate with her via text message. Students that text before 10pm can likely expect a reply same day. After 10pm, students can expect reply next day.

Students that do not want the instructor to have their personal cell number are asked to use this protocol: send an email to 4699513200@tmomail.net REASON: this converts to an SMS text message!

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Secondary method is GroupMe. The instructor has created a GroupMe for this course and encourages students to join, communicate with the instructor and or each other. GroupMe messages to the instructor may take one to two days for reply.

Please, do not email the instructor in CANVAS. Please do not expect quick replies using this method.
Please, do not email the instructor in OUTLOOK/via email. Please do not expect quick replies.
Official emails may be sent by the instructor to the student on UNT Policy related matters.

ASSESSMENT & GRADING

Read everything in our START HERE CANVAS MODULE, especially pay close attention under these titles :

- “How you are Evaluated-When grades are Posted”**
- “Policies Critical to Student Success in this Course”**
- “HOW TO EARN GRADES”**
- “HOW BONUS COMPETITION WORKS”**

Total Points Possible for Semester/Grading Scale = 700 maximum graded points

Type of Assessment	Points Possible
Assignments	370
Quizzes	180
FINAL EXAM	150
	700

POINTS EARNED	COURSE GRADE
630 - 700	A
560 - 629	B
490 - 559	C
420 - 489	D
<420	F

OFFICIAL COURSE SCHEDULE- VERSION August 29, 2022

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OFFICIAL COURSE SCHEDULE - VERSION AUGUST 29							
EVERY GRADED REQUIREMENT IS AN INDIVIDUAL REQUIREMENT TO COMPLETE.							
Module & Week #	What to do:	What is graded:	When graded requirements are due:	Missing due date causes one absence beginning here:	Points possible:	% of total Course	Category
COURSE OBJECTIVES 1 Define Marketing & 2 Strategy v. Planning							
Class Meets Tues Aug. 30th 2- 450p Hall Park B Room 130- Agenda Welcome + Strategic v Business v Marketing Plan							
<i>Monday, Sept 5th - University Closed - Labor Day</i>							
Class Meets Tues Sep. 6th 2-450p Hall Park B Room 130-Review - In class activity							
MODULE 1 Week 1 & 2	Syllabus/Policy Quiz	100% Accuracy Required to Begin Course	Fri-Sep-9	Sat-Sep-10	55	7.86%	Quiz
	Attending class = 10 bonus points Aug 30th	Attend Aug 30th for Bonus	Attend August 30th				10 bonus pts
	All Chap 1 material	Chap 1 quiz	Sun-Sep-11	Mon-Sep-12	10	1.43%	Quiz
	All Chap 2 material	Chap 2 quiz	Sun-Sep-11	Mon-Sep-12	10	1.43%	Quiz
COURSE OBJECTIVES 2 Strategy v. Planning & 3 Customer Behavior							
NO CLASS MEETING TUES SEP 13TH (reason - attending conference)							
Class Meets Tues Sep 20th 2- 450p Hall Park B Room 130-In class activity on Case							
MODULE 2 Week 3 & 4	All Chap 3 material	Chap 3 quiz	Sun-Sep-25	Mon-Sep-26	10	1.43%	Quiz
	Chap 3 simulation	Upload Accuracy	Sun-Sep-25	Mon-Sep-26	10	1.43%	Assignment
	All Chap 4 material	Chap 4 quiz	Sun-Sep-25	Mon-Sep-26	10	1.43%	Quiz
	Chap 4 simulation	Upload Accuracy	Sun-Sep-25	Mon-Sep-26	10	1.43%	Assignment
Case Assignment	Complete Worksheet	Sun-Sep-25	Mon-Sep-26	40	5.71%	Assignment	
COURSE OBJECTIVES 4 Marketing Research & 5 Target Customer							
Class Meets Tues Sep 27th and Oct. 4th-2- 450p Hall Park B Room 130-In class activity on Case							
MODULE 3 Week 5 & 6	No quiz on Chap 5 or 6	No simulation assignments					
	LinkedIn Assignment- Qualitative	LinkedIn Certificate	Sun-Oct-9	Mon-Oct-10	25	3.57%	Assignment
	LinkedIn Assignment- Quantitative	LinkedIn Certificate	Sun-Oct-9	Mon-Oct-10	25	3.57%	Assignment
	LinkedIn Assignment- Public Data	LinkedIn Certificate	Sun-Oct-9	Mon-Oct-10	25	3.57%	Assignment
	Written Assignment	MS Word Document	Sun-Oct-9	Mon-Oct-10	25	3.57%	Assignment
COURSE OBJECTIVES - 5 Target Customer & 6 Product /Services							
Potentially no class meeting on Tues Oct 11th TBD							
Class Meets Tues Oct. 18th-2- 450p Hall Park B Room 130-In class activity on Case							
MODULE 4 Week 6 & 7	Chap 7 simulation	Upload Accuracy	Sun-Oct-23	Mon-Oct-24	10	1.43%	Assignment
	LinkedIn Assignment (Four P's)	LinkedIn Certificate	Sun-Oct-23	Mon-Oct-24	10	1.43%	Assignment
	Chap 8 simulation	Upload Accuracy	Sun-Oct-23	Mon-Oct-24	10	1.43%	Assignment
	Written Assignment	MS Word Document	Sun-Oct-23	Mon-Oct-24	40	5.71%	Assignment
COURSE OBJECTIVES - 7 Place & 8 Price							
Class Meets Tues Oct 25th and Nov. 1st- From 2- 450p Hall Park B Room 130							
<i>Practice Final Exam Topic Practice Discussed in class on Nov 1</i>							
MODULE 5 Week 8 & 9	Chap 9 simulation	Upload Accuracy	Sun-Nov-6	Mon-Nov-7	10	1.43%	Assignment
	LinkedIn Assignment- Understanding Logistics	LinkedIn Certificate	Sun-Nov-6	Mon-Nov-7	25	3.57%	Assignment
	Chap 10 simulation	Upload Accuracy	Sun-Nov-6	Mon-Nov-7	10	1.43%	Assignment
COURSE OBJECTIVES - 9 Promotion & 10 Measuring Effectiveness							
Class Meets Tues Nov 8th and Nov. 15th-From 2- 450p Hall Park B Room 130							
MODULE 6 Week 10 & 11	All Chap 11 material	Chap 11 quiz	Sun-Nov-20	Mon-Nov-21	10	1.43%	Quiz
	Google Analytics Certification	Google Analytics Certificate	Sun-Nov-20	Mon-Nov-21	25	3.57%	Assignment
	LinkedIn Assignment	LinkedIn Certificate	Sun-Nov-20	Mon-Nov-21	25	3.57%	Assignment
	Social Media Marketing Strategy	LinkedIn Certificate	Sun-Nov-20	Mon-Nov-21	25	3.57%	Assignment
	All Chap 12 material	Chap 12 quiz	Sun-Nov-20	Mon-Nov-21	10	1.43%	Quiz
Formulas Assignment (Final Exam Practice)	Unlimited Attempts	Sun-Nov-20	Mon-Nov-21	25	3.57%	Quiz	
COURSE OBJECTIVES - 10 Measuring Effectiveness, revisit # 2 Strategy v Planning, & 11 Marketing Plan							
NO CLASS TUES NOVEMBER 22 - THANKSGIVING WEEK- UNIVERSITY CLOSED NOV 24-26, 2022							
Class Meets Tues Nov 29th From 2- 450p Hall Park B Room 130							
MODULE 7 Week 12 & 13	All Chap 13 materials	Chap 13 quiz	Sun-Dec-4	Mon-Dec-5	10	1.43%	Quiz
	Chap 13 simulation	Upload Accuracy	Sun-Dec-4	Mon-Dec-5	10	1.43%	Assignment
	All chap 14 materials	Chap 14 quiz	Sun-Dec-4	Mon-Dec-5	10	1.43%	Quiz
	Chap 14 simulation	Upload Accuracy	Sun-Dec-4	Mon-Dec-5	10	1.43%	Assignment
	Marketing Plan Practice Formulas Assignment (Final Exam Practice)	MS Word Bonus opportunity/ Unlimited attempts	Sun-Dec-4	Mon-Dec-5	25	3.57%	Assignment TBD
COURSE OBJECTIVES - 11-Finalizing the Marketing Plan							
Class Meets Tues Dec 6th From 2-450p Hall Park B Room 130							
FINAL EXAM IS ON-LINE - MAY REQUIRE RESPONDUS LOCKDOWN BROWSER							
FINAL EXAM	All Chap 15 materials	Chap 15 quiz	Tue-Dec-6	Wed-Dec-7	10	1.43%	3 Attempts EXAM
	Chap 15 simulation	Upload Accuracy	Tue-Dec-6	Wed-Dec-7	10	1.43%	
EXAM 3 ATTEMPTS Opens 12am Sat. Dec 10th closes Wed 11:59pm Dec 14th					150	21.43%	
Total Points Possible					700	100.00%	

COURSE POLICIES-STUDENT MUST READ ALL OF THE FOLLOWING IN CANVAS:

 [ABSENCE POLICY - UNT POLICY and SPECIFIC NOTICE](#)

 [ACADEMIC INTEGRITY - UNT POLICY](#)

 [LATE POLICY](#)

 [COVID POLICIES as of August, 2021](#)

 [COPYRIGHT NOTICE - FEDERAL LAW & UNT POLICY \(PLAGARISM!\)](#)

 [PACKBACK ASSIGNMENTS](#)

 [PACKBACK EXPLAINED](#)

THE FOLLOWING ARE REQUIRED ON ALL SYLLABI BY THE UNIVERSITY

UNT POLICIES

Academic Integrity Policy

As per UNT policy, a syllabus for a course MUST include the following statement:



Academic Integrity Standards and Consequences. 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. This professor will email the Dean of Students especially when students make a low grade on any quiz/test/exam on their 1st attempts, and, if students plagiarize, and finally, if their group complains about a lack of participation in group projects or group competitions.

ADA Policy

As per UNT policy, a syllabus for a course MUST include the following statement:

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any

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time, however, ODA notices of 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 accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website at disability.unt.edu.

Emergency Notification & Procedures

As per UNT policy, a syllabus for a course MUST include the following statement:

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.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at deanofstudents.unt.edu/conduct.

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail: eagleconnect.unt.edu/

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.

Important Notice for F-1 Students taking Distance Education Courses

The following is not a required syllabus component, but an important element for online course syllabi.

Federal Regulation

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the Electronic Code of Federal Regulations website at <http://www.ecfr.gov/>. The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the

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instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

FINAL COMMENTS: Changes to Syllabus, Course Policies, Schedule or Objectives

UNT Requires that Faculty must give reasonable notice to students when changes are made to a course syllabus and any changes must be reflected in the corresponding online syllabus.

I'm human **an** often make mistakes or typos. All mistakes or typos are UN-intentional and please know this: that I'm grateful if you text to me regarding anything that does not look right, or does not add-up correctly, etc. These kind, courteous heads-up to me benefit everyone.

Expect if any changes are made, I will post an Announcement in Canvas, and - if you have texted me, I will also reach out via text to check the announcement. I will also post short announcements to GroupMe if the syllabus, a policy or the official course schedule changes.

Until an announcement is made saying our schedule has changed, we use the latest version of the 'official course schedule' as our scheduling guide. The latest version date is indicated in CANVAS.

-----end requirements from UNT-----

100% Accuracy Required on Syllabus/Policy test before students can enter the course material.

STUDENTS REQUIRED TO COMPLETE EACH REQUIREMENT IN ORDER – REASON, THE CONTENT AND REQUIREMENTS IN THE COURSE BUILD UPON EACH OTHER.

STUDENTS THAT ENTER THE GRADE BOOK AND USE GRADE BOOK LINKS TO COMPLETE ANY GRADED REQUIREMENT RISK EARNING A ZERO.

STUDENTS MUST USE THE LINKS INSIDE EACH WEEK UNDER THE 'COMPLETE' SECTION or RISK EARNING A ZERO.

Posting of Final Course Grades, only the Registrar can provide students with their 'official course grade'.

**Students encouraged to calculate their own status each time a grade is posted!
#point earned/#points possible**