

IMPORTANT REMINDERS

The below reminders are intended to be as constructive as possible. **The penalties listed below are easy to avoid** by simply showing up to class and following instructions carefully. Most people readily comply with the course requirements, and I much prefer spending my time helping those people who put in a sincere effort rather than having to repeat these issues numerous times to those who do not bother to do the right thing. Employers depend on people to follow company policy.

- You must **READ AND UNDERSTAND THE ENTIRE COURSE SYLLABUS**. Yes, it is lengthy, but reading the contract is part of a job!
- E-mail attachments are *not* permitted under any circumstances due to the danger of viruses.
- In papers that require secondary research, you must cite quality sources. **Most private and company web sites are not considered objective and dependable**. Company web sites are basically glorified advertisements! (Have you ever cited a television advertisement as a source?) You must put in the required effort to use library databases such as ABI/Inform and Lexis-Nexis. Please see pp. 15-16 of the syllabus.
- **All work submitted must be your own**. This means that **any more than three consecutive words taken from a source must be put in quotes and the source must be cited** as outlined in the syllabus. See p. 16 for an example. I refer people who engage in academic dishonesty to Student Judicial Affairs and, once the violation has been upheld, assign a failing grade for the *course*. Cheating is wrong and you have been informed of the rules!
- Whenever possible, you should paraphrase a source rather than quoting it directly. Note that even if you paraphrase, you must still cite the source. See pp. 16-17 of the syllabus. Quotations should ordinarily not exceed 5% of the words in a paper. **Papers containing more than 15% quotations will receive a score of zero**.
- **You must have your correct e-mail address on file with the instructor**. If the e-mail address listed for you on Blackboard is not correct, please (1) make a correction on Blackboard and (2) notify the instructor by e-mail of your preferred e-mail address. A 200 point penalty will be assessed for failure to have a regularly checked e-mail address on record with the instructor.
- All assignments must
 - contain the signed statement "This is my own work" on the first page. (Please do not user a cover page. Your name should appear in the upper right corner of the first page)
 - have the appropriate checklist, downloadable from the course web site at <http://www.larsperner.com/bsad113/index.htm>, attached at the end. (All checklists will be posted by April 7.)
 - have their text sent by e-mail to bsad113@larsperner.com. Please "copy" the text from your word processor and "paste" it into the message section of the e-mail. The checklist should not be included with the electronic version. (No attachments!)
- You are expected to attend class regularly. Anything more than 2-3 absences will be viewed very unfavorably. Please see p. 13 of the syllabus. **If you are not going to bother to attend classes, please have the decency to drop the course**.
- In-class activities are scheduled for April 17 and May 22. Additional activities may be announced by e-mail. A 75 point penalty will be assessed for failure to participate in an activity in its entirety. If you must miss an activity for truly compelling reasons, you may petition *in advance* for a substitute assignment.
- **All assignments and exam answers must primarily address issues related to channels and distribution**. Advertising—unless it is "point-of-purchase"—usually does not meet this criterion. In most cases, neither does product design. Naturally, you must also comply with the specific instructors for each assignment and exam question.
- You are expected to have sufficient fluency in the English language to be able to understand instructions and exam questions, and to be able to spontaneously write clear and coherent answers to specific exam questions. **Lack of fluency in English is not an excuse for poor exam performance**.