

MARKETING PRINCIPLES

SECTION MKTG 205-001 M/W 12:15 – 1:30 pm
SECTION MKTG 205-002 M/W 2:00 – 3:15 pm

Professor: Lauren M. Houser (on maternity leave until 9/21)
Office: Polsky 568B
Contact Info: Lhouser@uakron.edu or 330.972.8839
Office Hours: In-person: M/W 1:30 -2PM and 3:15 - 4:15 PM
Virtual: Tuesdays 11:30 – 1:00 PM Via Microsoft Teams
Additional hours available by appointment

**Please Note: This course will be taught by Professor Tracy McCutcheon from 8/22 – 9/21.
During that time, you should ONLY contact Professor McCutcheon.**
Email: Tmmcutcheon@uakron.edu Teams: 330-972-6490
Office Hours: Tues & Thurs 10:30 – 12 (& by appointment in Teams)

Text: *Marketing, 8th Edition* Dhruv Grewal and Michael Levy [2021]
McGraw-Hill *This course participates in the FIRST-DAY
Materials Fee (See Required Materials for Details)
Text Supplements: McGraw-Hill Connect Learning Website (included with ebook)
Instructor will provide additional supplemental materials

Course Information

Prerequisites/Corequisites: 24 hours of college credit & Microeconomics 200 (3250). If Econ 200 has not been completed prior, students must be simultaneously enrolled in Econ 200 & Mkt 205 at the same time.
Description: This course will introduce you to the marketing discipline through a variety of topics including product, price, place and promotion as well as customer, company, competitors, context and collaborators. We will explore the dynamic interrelationship between the business environment and the strategic marketing response of market leading firms.

Mission Statement

College Statement: To prepare our students to become competent and responsible business professionals and leaders.
Department Statement: To stay at the forefront of marketing education while providing our students with engaging experiential learning opportunities that prepare them for successful careers

CoB LEARNING GOALS

1. **Integrated Business Knowledge:** Students will demonstrate they have integrated business knowledge and they will be able to apply core business fundamentals.
 - a. Quantitative objectives tied to a standardized assessment in Business.
2. **Globalization: Students will demonstrate understanding of global nature of the contemporary business environment and demonstrate cross-cultural awareness.**
 - a. Demonstrate understanding of global economy.
 - b. Demonstrate understanding of trade theory.
 - c. **Demonstrate knowledge of cultural implications for global business.**
 - d. Demonstrate knowledge of the tools and institutions of global business.
3. **Business Communication: Students will use their writing and oral communication skills to communicate reasoning and support for “effective” decisions.**
 - a. **Students will demonstrate business writing skills.**
 - b. **Students will demonstrate business presentation skills.**
 - c. **Students will demonstrate persuasion skills.**
4. **Decision-Making: Students will demonstrate that they are informed decision makers.**
 - a. **Integrate ideas from multiple sources.**
 - b. Appropriate and accurate use of data.
 - c. Process facts with minimal bias.
 - d. **Challenge assumptions using enterprise-wide thinking.**
 - e. **Solve problems with creative solutions.**
5. **Analytical Quantitative Reasoning:** Students will analyze data using quantitative techniques.
 - a. Access, manipulate, and prepare data sets for analysis.
 - b. Apply a methodological framework for business analytics.
 - c. Demonstrate understanding of core statistical techniques.
 - d. Demonstrate knowledge of data mining and decision modeling techniques and how they relate to business decisions.
6. **Professional Development: Students will identify ethical dilemmas and address them.**
 - a. **Recognize ethical issues in business.**
 - b. **Consider the consequences of business decisions on all stakeholders.**
7. **Professional Development: Students will demonstrate competencies required for personal leadership and collaboration and will develop these personal competencies.**
 - a. **Work cooperatively with others in a team setting.**

COURSE LEARNING OBJECTIVES

Content Knowledge – Students will:

- Demonstrate knowledge and understanding of core marketing vocabulary and concepts.
- Understand the functions that marketing performs within a firm.
- Apply their knowledge of marketing theories, concepts and practices.
- Understand how global external forces impact organizations and the impact on marketing efforts.

Foundation Skills

- Demonstrate critical thinking skills through application of qualitative and quantitative tools to analyze and propose recommendations
- Present concepts and views clearly, professionally and persuasively through effective oral communication
- Present concepts and views clearly, professionally and persuasively through effective written communication.
- Locate, critically evaluate, appropriately document and apply information from external sources

Personal Qualities

- Be made aware of the positive personal qualities and social skills that are essential to a successful business career including: responsibility, creativity, adaptability, self-management and integrity
- Demonstrate a knowledge and application of professional business behavior and etiquette

Workplace Competencies

- Demonstrate the ability to think critically about business issues by integrating ideas from multiple sources, solving unstructured problems and applying knowledge of global business fundamentals in creative and innovative ways
- Work effectively in diverse teams
- Utilize information technology and knowledge management skills (online research queries, database tools, spreadsheet tools and the like) for global business decision making and problem solving
- Understand, identify and address ethical circumstances and dilemmas encountered by business professionals
- Demonstrate an understanding of and appreciation for leadership

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REQUIRED MATERIALS

What You Need (First-Day Course Materials Fee so no additional out-of-pocket fees):

You are required to have materials from McGraw-Hill Education, which include the textbook content and Connect Marketing Lab (which includes LearnSmart, your adaptive online study tool, and SmartBook, your adaptive eBook). This course is participating in the “First Day” model where the cost of these resources has been included in your tuition statement at a lower rate to save you money and ensure that you have what you need to be successful in this course. You will not need to purchase anything out of pocket unless you choose to purchase a print copy of the book in addition to the digital copy. See additional details below.

How to obtain an optional print copy of the book:

The print copy of your textbook is available in the bookstore at a discounted rate or can be purchased through Connect for \$25.

How to Register for Connect:

1. Log into Brightspace and select your course. Locate the first Connect assignment and click on it, which will prompt the registration process.
2. Click the “**Register Now**” Button.
3. Enter your uakron email address.
 - If you already have a McGraw-Hill account you will be prompted for your password.
 - If you do not have a McGraw-Hill account you will be asked to create one.
4. Complete the registration form, and click “**Submit.**”

Moving forward, you will access your Connect assignments through Brightspace.

The first-day course material fee will be included with your tuition for this course. The University of Akron is in the forefront of the online delivery of course materials. We’ve worked to find the lowest cost option for students. We negotiate with publishers and coordinate with Barnes and Noble to provide required online books and related course materials to you on the first day of class. You can opt out of the First-day Course Materials Fee, but if you opt out, you will not have access to the materials online and you accept the responsibility to obtain the items on your own. We recommend against opting out. If you wish to opt out, complete this form https://www.uakron.edu/oaa/faculty-affairs/docs/student-course-material-fee-opt-out-form.pdf?language_id=1 and take it to the bookstore manager in the Student Union. Forms must be received by the end of the 100% refund period to be considered for removal of the first-day course materials fee from the student account. More about the refund period: <https://www.uakron.edu/student-accounts/refunds/>

FAQ’s, Tutorials, & Technical Support

Visit the Connect Student Success Academy for online FAQs and tutorials:

<http://www.connectstudentsuccess.com/>

If you need Technical Support, please contact the McGraw-Hill Education Customer Experience Group (CXG) at: (800) 331-5094 or online at www.mhhe.com/support

(Please be sure to get your case number for future reference if you call the CXG line. This is required by your professor is requesting an extension due to technical issues.)

CLASS POLICIES

Instructor Contact and Reply Policy:

Email is the preferred method of communication for this course. Students should expect a response to emails within 48 hours on weekdays and 72 hours for a weekend or over a holiday (although response times are typically sooner). I am also available to communicate via phone, online chat, and Microsoft Teams. **Please include your full name, course name, and section on all correspondence with your instructor.** Failure to do so may result in delayed response times.

Engagement & Participation:

Your success in this course is largely dependent upon your participation. The course is designed to provide you with information, activities, and other resources that you will not receive elsewhere. Therefore, you are expected to participate and to be engaged on a regular basis. Each of you have your own thoughts and abilities, and offer something unique to this course just by participating. You are not just a number in my course. You matter and I will do my best to get to know you, despite the larger class size. Attendance is not taken daily. However, many participation assignments will occur during class. You are expected to be present and participate in order to earn points. Failure to attend class may result in a loss of participation points. See LATE/MISSED ASSIGNMENT POLICY (below) for additional details.

Electronic Devices:

Please limit computer/tablet use in-class to class-related activity only. Please be professional with cell phone use (keep phones silenced, step out for urgent phone calls, limit use, etc). At this time there is no further policy regarding electronic devices. However, if they become problematic, I reserve the right to implement a strict no-electronics policy.

Required Technologies and Technological Skills:

Many assignments, including exams, may require the use of a computer and the internet. It is your responsibility to have a reliable, working computer, and access to the internet. If you do not, please see me to discuss options, as there are many resources available through the university. You may not cite computer problems or internet issues as a reason to miss assignments/exams.

You must have access to a computer capable of handling Brightspace (including uploading papers, streaming listening excerpts, and recording videos). You must also be able to take exams using Respondus Monitor & Lockdown Browser (requires software and webcam).

To succeed in this course, you should be able to:

1. Use a mouse or keyboard to navigate online content & type information for coursework.
2. Create documents, spreadsheets, and presentations.
3. Open, minimize, and close computer applications.
4. Participate in online discussion boards & class via WebEx.
5. Identify, open, and create common file formats such as .doc or .docx, .pdf, and .txt.
6. Use appropriate plug-ins when required.
7. Record a video using a webcam.

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Late Assignment/Missed Assignment Policy:

The course is designed to give you every opportunity to succeed. This includes advanced notice of due dates and some flexibility with assignments (see Connect Assignments & Drop Grades). For this reason, late work is not accepted. If you miss an assignment or turn the assignment in late, you will receive a zero for the assignment. The only exception is if you have a documented reason that falls under one of the EXCUSED ABSENCES listed below.

Excused Absences:

There are justifiable reasons for missing a class and/or assignments. These reasons include but are not limited to:

- (1) Illness or hospitalization of the student with documentation (also see COVID Policies)
- (2) Serious illness/death of an immediate family member
- (3) Sponsored trip through The University of Akron
- (4) Mandated Court Appearance
- (5) Please note: all other absences will be considered on a case-by-case basis at the discretion of the instructor. It is expected that you proactively approach the instructor prior to your absence whenever possible. Documentation required if requesting exceptions to deadlines.

Requesting an Exception:

If you miss an assignment/exam and think you may qualify for an extension/exception, please follow this procedure to request the exception:

1. Submit a request to Professor Houser in writing (via email). Whenever possible, please notify me of the situation PRIOR to missing an exam/assignment.
2. The request should include your full name, the section of your course, the assignment you are requesting an exception for and the reason for your request. Please note that you should not provide confidential personal or medical information, but simply enough information for Professor Houser to determine if you qualify for an exception. Whenever possible, please include documentation. If you do not do so initially, please note that you may be asked to do so prior to gaining an exception.

Requests for Progress Reports:

Please know that I get MANY requests for progress reports to be completed. While I am happy to complete them and understand their importance, I do need time to complete them. In order to be fair, I complete them on a “FIFO” basis. Whenever possible, please provide me with the request at least one week in advance to the date you need it returned. Please be sure to complete all student information and leave only the “grade” portion for me to complete. Progress reports will be returned to you in the same format that they are given to me (electronic requests will be returned electronically via email and hard copy reports will be returned to you in-class). Please wait until AFTER class to discuss progress reports, as to not delay the start of class. If you do not provide me with the progress report request in a timely manner, please know that you may not get it back from me on time.

Covid Policy and Reporting

All that are able are encouraged to get vaccinated and get a booster. **Wearing a mask is a requirement** to help us get through this phase of COVID as safely and as quickly as possible, and to help us remain together in-person.

The COVID-19 pandemic is still present and serious. Before entering class, you should have completed your daily health assessment. You should not come to class if you fail your health check or feel ill. At that time, I also ask you notify me that you will be absent. When campus policies require masks to be worn indoors, all students are required to wear a mask during in-person classes. While you are in class on campus, you are required to: sit in your designated seat, always cough or sneeze into your elbow or a tissue, and adhere to other public safety protocols and directives for your specific classroom/lab/studio. Students who do not follow these health and safety requirements will be instructed to leave class immediately. Students who violate this protocol will need to leave the classroom and MAY be marked absent. Repeated violations of these health-saving protocols may lead to sanctions under the Student Code of Conduct up to and including suspension or expulsion. Current guidelines can be found at: uakron.edu/return-to-campus/.

Mask Policy: The University has changed its protocol to align with the CDC guidance and recommends everyone – regardless of vaccination status – to wear a mask/face covering in indoor public areas (not private offices and residences) across all campuses when the local county COVID-19 risk levels are high. Masks/facial coverings continue to be required in the Audiology and Speech Center, Student Health Services and other locations on campus. [See the “Mask Policy” section here.](#) Regardless of any campus-wide policy on masks, students may be required to wear a mask when this class meets in-person. Although masks are not required at this time for this class, your instructor reserves the right to require masks be worn in this class this semester. If the request is made, students must wear masks when attending this class.

You will find additional covid-19 information and reporting instructions in the section titled “Students: What To Do If (scenarios).” Students are responsible for informing their instructors when they miss class. When missing due to Covid-19 students should report on The University Of Akron’s website. If you have tested positive or need to quarantine because of close contact with someone who has tested positive, please let us know here: [REPORT](#) Student Health Services (330-972-7808) can advise students about quarantine requirements and answer questions about symptoms

Students are responsible for informing their instructors when they miss class. Your responsibility is to **inform your instructor via email, within a 24-hour window**, if you plan to miss class or have missed a class due to a Covid-19 related event. When missing due to Covid-19 students should report on the University of Akron Website:

If you have tested positive or need to quarantine because of close contact with someone who has tested positive, please let us know.- here: [REPORT](#)

Need More Guidance? Student Health Services (330-972-7808) can advise students about quarantine requirements and answer questions about symptoms.

All University of Akron covid-related information can be found here: <https://www.uakron.edu/return-to-campus/>. You will find additional covid-19 information and reporting instructions in the section titled “Students: What to do if (scenarios).”

An Added Note on COVID: Please remember that everyone has varying circumstances that help shape their viewpoints on all things covid-related. Therefore, the best thing that we can do is maintain professionalism in the classroom and respect for one another.

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Special Accommodations:

In pursuant to University policy #3359-38-01, The University of Akron recognizes its responsibility for creating an institutional atmosphere in which students with disabilities have the opportunity to be successful. Any student who feels he/she may need an accommodation based on the impact of a disability should contact the Office of Accessibility at 330-972-7928 (v), 330-972-5764 (tdd) or access@uakron.edu. The office is located in Simmons Hall Room 105. After the student's eligibility for services is determined, his/her instructors will be provided a letter which will outline the student's accommodations. Students approved for accommodations should communicate with Professor Houser and should send her a reminder of testing accommodations one week prior to the scheduled exam.

Conduct:

We will adhere to the Student Code of Conduct and policies regarding academic misconduct, as defined by The University of Akron. Academic Dishonesty will not be tolerated. It is the responsibility of every student to know and follow the Code of Student Conduct and know what constitutes academic misconduct. For more information, please visit: <https://www.uakron.edu/studentconduct/>

Title IX:

Title IX of the Education Amendments of 1972 prohibits sex discrimination against students, guests and employees of educational institutions. For more information, visit: <http://uakron.edu/title-ix/>.

Inclusive Excellence:

The University of Akron seeks to increase the impact of its inclusive excellence commitment, programs and resources while increasing efficiencies. Units and programs representing a wide spectrum of diversity have been consolidated into a larger, more interconnected [Vice President's Office for Inclusion & Equity/Chief Diversity](#), which reports directly to the president. We will continue to promote learning, critical thinking and personal enrichment through great programs that create an inclusive environment that recognizes and appreciates the talents, skills and perspectives of all individuals and contributes to their full potential achievement.

University of Akron Anti-Discrimination and Harassment Policy:

For purposes of this policy, protected classes are those specified in the affirmative action policy, paragraph (A)(2) of rule 3359-38-01 of the Administrative Code. These classes are race, color, religion, sex, sexual orientation, gender identity or expression, age, national or ethnic origin, disability, status as a parent during pregnancy and immediately after the birth of a child, status as a parent of a young child, status as a foster parent, military status, genetic information, or status as a veteran. The complete updated policy is located [here](#).

ZipAssist:

The University provides a variety of support programs and resources to ensure our students are successful in and outside of the classroom. If you have trouble meeting basic needs like safe shelter, sleep, and food or if you are seeking support related to tutoring, mental health, or navigating campus, please reach out to [ZipAssist](#) via the Help-A-Zip Referral Form at www.uakron.edu/referral.

Links to General Student Information:

https://www.uakron.edu/audiences/current_students/

<https://www.uakron.edu/oaa/faculty-affairs/What-students-need-to-know>

Technical Support:

If you have computer or software questions or require technical assistance, please contact [ZipSupport](#): Phone: 330-972-6888 or Email: support@uakron.edu.

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GRADING

Grading Scale

A	93.0 TO 100	B-	80.0 TO 82.9	D+	66.0 TO 69.9
A-	90.0 TO 92.9	C+	76.0 TO 79.9	D	63.0 TO 65.9
B+	86.0 TO 89.9	C	73.0 TO 75.9	D-	60.0 TO 62.9
B	83.0 TO 85.9	C-	70.0 TO 72.9	F	Anything below 60

***Please Note: Final Grades Will NOT be Curved or Rounded Up
Please take advantage of extra credit opportunities throughout the semester.***

Course Evaluation

Item	Points	Percentage of Final Grade
Exams (4 Exams @ 150 points each)	600	60
Connect Marketing Lab SmartBook & Quizzes (Best 20)	200	20
In-Class Assignments	200	20
Total	1000	100

Exams:

Exams will account for 60% of your final course grade. There will be four exams (4 exams @ 150 points each = 600 out of 1000 total possible points). Exams 1, 2, and 3 are **NOT CUMULATIVE**. However, the fourth exam (the Final Exam) will include both new material and cumulative material. Exams may consist of Multiple Choice, True/False, short answer, and/or essay questions. Exams will cover material presented in your textbook and via lectures. All sources of materials (textbook, Connect, lecture slides, videos, activities, etc.) are included in the composition of exams. Additional information regarding exams, including a study guide, will be provided one week prior to the exam.

All exams, including the final exam, will be taken at the Computer Based Assessment & Evaluation Center, located in Schrank Hall North Room 152. You may take your exam at any time during the exam window, as long as the testing center is open. Details for scheduling and taking your exam can be found on Brightspace. (Please see CONTENT → Course Info & Resources → Exam Info).

Exams will be scheduled during your regular class days/times and are to be taken during the scheduled timeframe. In general, make-up exams will not be granted. Should you miss an exam due to extenuating circumstances that fall under *excusable absences (as defined in the syllabus)*, please contact me to discuss. When possible, this must be discussed **PRIOR** to the exam, rather than after. If requesting an exception be made, you must provide documentation to support your reason for not being able to take the exam as originally scheduled.

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Connect Marketing Lab:

Throughout the semester, you will be asked to complete assignments in Connect. Connect will prove quite useful in cementing key concepts and will prove invaluable as a tool for exam preparation. The use of Connect assignments will help you through the online course and will strengthen and elevate your learning online. As with other assignments, **absolutely no late work will be accepted**. You will be given a minimum of 1 week (and typically more) to work on any given Connect assignment. Each assignment will have a due date & time. Once the due date arrives, Connect automatically closes the assignment. Assignments **WILL NOT** be reopened once they have closed.

Connect is broken down into three categories: 1) Quizzes 2) SmartBook 3) Exercises

Connect SmartBook & Quizzes (200 Points):

Connect SmartBook Assignments & Quizzes account for a total of 200 points, or 20% of your overall grade. For each quiz, you will have ONE attempt that WILL BE TIMED. Generally, quizzes contain 10-15 multiple-choice questions and you have a total of 10 minutes to complete each attempt. This is the format/policy unless otherwise indicated. Once you open a quiz, you must complete it. If you open the quiz and decide to go do something else or you are interrupted, you are not able to access it again. For this reason, you should block off the time to complete the quizzes, just as if you were attending class at a specified time to take a quiz. SmartBook assignments are a way for you to read the chapters and assess your own learning as you go. Each SmartBook assignment will take approximately 45 minutes, but may require more or less time depending on the chapter lesson and your own pace. You have unlimited attempts for SmartBook assignments, but must complete the assignment in full to receive the associated points.

SmartBook assignments & Quizzes will be due on Sundays at 11:59 pm. There will be a minimum 14 assignments & 14 quizzes (so at least 28 in total), but **I only use your BEST 20. (I drop the remaining lower grades)**. This provides flexibility, as I know my class is not your ONLY focus, and at times, cannot be your first priority. Please plan accordingly and do not take advantage of this flexible policy.

Connect Exercises:

The third type of Connect assignment are “exercises.” Exercises include additional Connect Assignments such as videos, case studies, simulations, etc. Some are simple and straightforward, while others provide an opportunity for you to use critical thinking skills and application of learning. If a Connect Exercise is assigned, it will count as an in-class assignment (although you may be given time to work on it outside of class, too). In some cases, connect exercises may also be assigned as extra credit. Either way, details of the assignment and due date will be clearly communicated at the time that it is assigned. Please Note: SmartBook Assignments & Connect Quizzes are NOT part of this category. (See above: Connect SmartBook & Quizzes).

Connect Assignments (of any type) will be posted in Connect and linked to Brightspace. The assignment due dates and point values will be displayed in both.

All Connect assignments will be in Brightspace, but NOT ALL class assignments are in Connect.

You should make a habit of routinely checking Connect & the Weekly Assignment folders on Brightspace.

In-Class Assignments (200 Points):

In-Class Assignments will account for a total of 200 points. Attendance is not taken daily, but is strongly encouraged. At times, we will complete an activity together in-class or you will complete an individual or group assignment in-class. Assignments done in-class will be explained during class time and relate to the topic/material that we are covering. **For this reason, in-class assignments cannot be completed after-the-fact. This means that if you miss class, you understand that you may also miss an in-class assignment and the related points. By electing to miss class, you also elect to miss in-class content and assignments. You will receive a zero for any in-class assignments that you miss. In general, there are no exceptions to this.** However, exceptions will be made for students who need to miss class due to excusable absences.

Exceptions: If you will miss class and will be requesting an exception, please let me know in advance, whenever possible. Advanced notice is usually possible.

Prepare for your future career by practicing professionalism. It is YOUR responsibility to find out what you missed. It is good practice to get to know some of your classmates, so that you can have one another's backs in times of need. Life happens. We all need a buddy once in awhile. That said, do not take advantage of your buddy. If you consistently elect not to come to class (and it's unexcused), please do not burden your classmates.

Please Note: At times, I may allow additional time (outside of class time) for you to complete an in-class assignment. However, only students that are present for that class will receive credit for the assignment, regardless of the due date/time. (So if you miss class and see there is something due at midnight, you will not be able to complete it for credit).

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COURSE OVERVIEW: Updated August 15th

WEEK	DAY	CHAPTER COVERED	CONTENT
1	MON (8/22) WED (8/24)	WELCOME 1	Course Introduction & Begin CH 1 Overview of Marketing
2	MON (8/29) WED (8/31)	2 2	Marketing Strategy & The Marketing Plan CH 2 Continued
3	MON (9/5) WED (9/7)	NO CLASS 2 & 5	LABOR DAY HOLIDAY – NO CLASSES HELD In-Class activity and Begin CH 5
4	MON (9/12) WED (9/14)	5 6	The Marketing Environment Consumer Behavior
5	MON (9/19) WED (9/21)	6	CH 6 Continued Professor Houser to return Review for CH 1 & activity
6	MON (9/26) WED (9/28)	7 & 8 Exam #1	B2B Marketing & Global Marketing Exam 1 covering CH 1, 2, 5, 6 (Date: 9/27 – 9/28)
7	MON (10/3) WED (10/5)	4 13 & 3	CH 4 & Ethics Activity Services Marketing & Begin Digital Marketing
8	MON (10/10) WED (10/12)	GUEST 9	Jeff Ryznar from 898 Marketing (Digital Marketing/CH 3) Begin CH 9 & Exam Review
9	MON (10/17) WED (10/19)	Exam #2 9	Exam 2: CH 3, 4, 7, 8, 13 & Guest (Date: 10/17 – 10/18) Segmentation, Targeting, Positioning & Begin CH 10
10	MON (10/24) WED (10/26)	10 11	Marketing Research & Begin CH 11 Product, Branding, & Packaging
11	MON (10/31) WED (11/2)	14 GUEST	Complete CH 11 & Cover Pricing Concepts In-class activity & Exam Review
12	MON (11/7) WED (11/9)	GUEST Exam #3 GUEST	Internship Presentations & Assignment Exam 3: CH 9, 10, 11, 14 (Date: 11/7, 11/8, 11/9) Internship Presentations & Assignment
13	MON (11/14) WED (11/16)	12 12	New Product Development CH 12 Continued
14	MON (11/21) WED (11/23)	16	Supply Chain Management CH 16 Continued
15	MON (11/28) WED (11/30)	18	Integrated Marketing Communications Chapter 18 Continued
FINALS WEEK	Week of 12/4	Final Exam	Final Exam covering CH 12, 16, 18, 20 & Cumulative (Date: 12/5 or 12/6)

*Due Dates for assignments will be posted to the calendar on Brightspace

**The Course calendar is subject to change. It is your responsibility to make sure you have the most current/updated version. Students will be notified via announcement if changes are made.

***The last day to drop WITHOUT “WD” appearing on academic record is September 4, 2022. The last day to withdraw from classes is October 9, 2022. For additional information regarding withdrawal policies, please visit The University of Akron’s Office of the University Registrar (or their website).