

UNIVERSITY OF NEVADA LAS VEGAS

Marketing Department

2 plus marks (++): Contributions mirror a thorough level of preparation. Strong familiarity with case facts is obvious. Comments are mostly directed to the class, include relevant ideas synthesized from case information, and offer familiar ground upon which others may and do build relevant class discussion. Arguments are fairly sound and, for the most part, persuasively communicated to the class. [Consistent pattern of 2 pluses = 90 points.]

1 plus mark (+): Contributions mirror a satisfactory level of preparation. Some familiarity with case facts is obvious. Comments are directed more to the professor than to the class, include obvious ideas easily synthesized from case information, and offer little ground upon which others may build useful class discussion. Arguments are somewhat sound and somewhat persuasively communicated to the class. [Consistent pattern of 1 plus = 80 points.]

No plus mark (indicated by X): Contributions mirror an inadequate level of preparation. Familiarity with case facts is lacking. Comments are directed to professor only and not to the class and mainly restate case information, offering no ground upon which others may advance the class discussion. Arguments are not sound and poorly communicated to the class. [Consistent pattern of X marks = 70 points or less (e.g., if you attend only half the classes and say nothing, you may receive only 40 points).]

No mark: Student did not attend class. [Consistent pattern of no marks = 0 points.]

Points for class participation will be based on the semester-long pattern of participation marks earned and weighted by 20% when determining total points for the course. Also, please note:

- Participation points can only be earned during class. Interactions with the instructor outside of class, will not earn or cause you to lose participation points.
- While note writing during class is encouraged, it will not count as class participation.
- Absences from class will be viewed as detrimental to the class because it deprives others of opportunities to learn of your views, perspectives, and recommendations about a case.

Team Case Essays

Written team case decision essays will be used to accomplish course objectives. Today, the ability to communicate clearly through written arguments about business situations is on par with the ability to make persuasive oral arguments. Indeed, effective writing skills have taken on even greater significance in the Internet and cell phone age. In light of this, team essays will be a required means of honing your ability to develop persuasive writing arguments about marketing strategy decisions. This course requires two team decision essays.

Marketing Simulation

An online marketing simulation game available with the course packet aimed at practicing the implementation of marketing strategies. There will be three class periods in which you must play the simulation.

that they can access them at their convenience. Instructors who agree to record their classes (audio only, or video and audio) should inform students in advance. Recorded lectures may not be broadly released to anyone, but made available exclusively to those students enrolled in the class during the particular academic term. Recorded lectures must be stored securely, and are subject to the Nevada System of Higher Education's Records Retention Policy, meaning that the recordings can only be deleted 120 days after the end of class (i.e., after grades are posted). Once this requirement is met, the recordings should be deleted. Class recordings are protected from disclosure, as they are deemed part of an educational record under the Family Educational Rights and Privacy Act (FERPA).

Copyright

The University requires all members of the University Community to familiarize themselves with, and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The University will neither protect nor defend you, nor assume any responsibility for student or employee violations of fair use laws. Violations of copyright laws could

use a substitute, in any academic evaluation or assignment” is a form of academic misconduct. Intentionally sharing ACE login credentials with another person may be considered an attempt to use a substitute, and could result in investigation and sanctions, as outlined in the Student Academic Misconduct Policy.

UNLV students enrolled in online courses are also expected to read and adhere to the [Acceptable Use of Computing and Information Technology Resources Policy](https://www.it.unlv.edu/policies/acceptable-use-computing-and-information-technology-resources-policy), <https://www.it.unlv.edu/policies/acceptable-use-computing-and-information-technology-resources-policy>, which prohibits sharing university accounts with other persons without authorization.

To the greatest extent possible, all graded assignments and assessments in UNLV online courses should be hosted in WebCampus-Canvas or another UNLV-managed platform that requires ACE login credentials for access.

Incomplete Grades

The grade of “I” (Incomplete) may be granted when a student has satisfactorily completed three-fourths of course work for that semester/session, but cannot complete the last part of the course for reason(s) beyond the student’s control and acceptable to the instructor, and the instructor believes that the student can finish the course without repeating it. For undergraduate courses, the incomplete work must be made up before the end of the following regular semester. Graduate students receive

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[Academic Policies](https://catalog.unlv.edu/content.php?catoid=32&navoid=8271&hl=) webpage,
[https://catalog.unlv.edu/content.php?catoid=32&navoid=8271&hl=.](https://catalog.unlv.edu/content.php?catoid=32&navoid=8271&hl=)

In accordance with the policy approved by the Faculty Senate regarding missed class time and assignments, students who represent UNLV in any official extracurricular activity will also have the opportunity to make up assignments, provided that the student submits official written notification to the instructor no less than one week prior to the missed class(es).

The spirit and intent of the policy for missed classwork is to offer fair and equitable assessment opportunities to all students, including those representing the University in extracurricular

UNLV Writing Center

One-on-one or small group assistance with writing is available free of charge to UNLV students at the [Writing Center](https://writingcenter.unlv.edu/), <https://writingcenter.unlv.edu/>, located in the Central Desert Complex, Building 3, Room 301 (CDC 3-301). Walk
