Contemporary Advertising and Integrated Marketing Communications  
MKTG 330-01 • Advertising • Tues 5:30-8:15 pm • BCTR216 • CRN 21784  
http://connect.mheducation.com/class/m-mardelli-spring-2019-tu-530-800pm

“Creative without strategy is called art, creative with strategy is called advertising.”

(Prof. Jef L. Richards)

Course Objectives:

- Make sure, that as a College of Charleston Marketing student, you understand the role of advertising and IMC on a global, national, regional and local level.

- Be prepared to seek your place in the business world and make significant contributions to the marketing profession in a creative, innovative and ethical manner.

- Gain an understanding of how advertising campaigns are created and executed and how the advertising industry and agencies operate.

- Build marketing application skills by exploring how the role of IMC has changed and how brands succeed in a competitive environment.

- Gain team building, writing, and presentation skills through team projects and working with local businesses and organizations.

- Develop an understanding of IMC components and how they work together to build a strong and recognizable brand.
Course Prerequisites:
Successful completion of MKTG 302 (Marketing Concepts), ECON 200 (Principles of Microeconomics), and ECON 201 (Principles of Macroeconomics), and be of junior or senior standing. If you have questions about your eligibility, please see an academic advisor.

Text:


You will need the Contemporary Advertising Connect Plus access code with access to e-book and/or loose leaf.

Through Connect/Learn Smart, you will have access to tutorials, videos, Power Points, quizzes, and more. These tools are to help you better understand the materials, customizing them to the ways that you learn best. It’s up to you to use them.

At CofC Bookstore/Barnes and Noble the price for the loose leaf and Connect is 193.00. The price for just the code is $166.65.

**The ISBN for just the access code is 9781259737848. The ISBN for the loose-leaf book with access code is 9781259896620**

The Fine Print:

Class Hours: 5:30pm-8:00pm with one five-minute break. If we have a client or guest speaker, class could end at 8:15pm. The day of the presentations we will meet until 8:30pm.

Office Hours: After class from 8pm-9pm or by appointment.

Religion: Students who will miss class for religious reasons should inform me of their anticipated absences during the first two weeks of the semester otherwise your absence is unexcused. Assignments need to be completed by the due date.

Disability: Students with disabilities that require special accommodation should contact the Center for Disability Services, and inform me of your needs, within the first two weeks of the semester.

SNAP: Please send me these letters as soon as possible so I can make any necessary accommodations.

Attendance: Each class is weighted with a certain number of points. If you attend class, you will receive half credit. If you attend class and participate, you will receive full credit. If you have an excused absence, you will receive half credit. If you do not attend class, leave early or are considerably late, you will receive no credit. I will never force attendance so you make the decision if you want to miss a class.

Unforeseeable Circumstances: Due to unpredictable circumstances, there may be a day when I am unable to attend class. During such a rare case, check your C of C e-mail by noon the day of class. Assume that there will be a substitute or guest lecturer unless I inform you differently by e-mail. If delayed, I will try to get word to the team captains but please wait an appropriate amount of time before you leave.

Notes: I will not be handing out my class slides so take notes during class. I am very transparent about the topics that will be on the exam so your notes will be useful tools when studying.
**Weekly process:** When assigned, read chapters prior to attending class and complete chapter quizzes. Hand in all written assignments and projects on the due date. Check the syllabus each week for other assignments and due dates.

**Late Work:** All assignments must be handed in during class on the due date or emailed to me before class. If you email me the assignment during or after class it will count as one day late. Late assignments will be accepted; however, your grade will fall by 20 points for each day it is overdue. If you have an excused absence email me the paper before the class it is due or it will be late.

**Extra Credit:** You will have 1 extra credit opportunity.

**Teams:** This class will require team/partner work. Each member has the responsibility to make the team successful. If you are having issues with a classmate try first to resolve this as a team. If the problem persists, please see me.

**Cell Phones:** Cell phones must be turned off at the start of class. During our breaks you can turn them back on, but they should NEVER be on or used during lectures, guest speakers or group work. If I see you one your phones this will affect your class participation grade.

**Laptops:** I prefer that students do not use laptops to take notes. Students that use laptops tend to participate less thus negatively affecting their class participation grades. If you bring a laptop make sure you are still engaged in the class discussion. If you are messaging each other, on social media or on other non-class related websites this will be reflected in your class participation grade. They must be turned off during guest lectures.

**Email:** Because I am not on campus I rely heavily on email. Please check your CofC email frequently and I will do the same. Not checking your email is an invalid excuse for missing crucial class information. Check your email daily.

**Real World Checks:** Throughout the semester I will use my own experience to showcase that what you learn in class is applicable to the real world of marketing. If you have/had jobs or internships please feel free to share your own experiences with the class.

**Summary of Expectations:**
- Arrive on time.
- Be prepared, attentive and participate!! Come to class ready to talk about advertising!!
- Attend every class unless you have spoken with me about unique circumstances.
- You will be treated as an adult and as a marketing/advertising professional.
- Be knowledgeable, inquisitive and interact respectfully with classmates, guests, and me.
- Take each assignment seriously using what you have learned in class and your own research to skillfully complete the assignments. Effort matters!
- You control your grade in this class.

**About Your Instructor:**
**Melissa Mardelli** has over 15 years of media and marketing experience. She started her career in the media department of Devito Verdi, a small, creative advertising agency in New York City. After getting her feet wet in this field as a media buyer she then moved to Hill Holliday, a larger full-service agency in Manhattan under the umbrella of Interpublic Group—a world leader in modern marketing solutions. During her years at Hill Holliday she was a senior media buyer and media strategist for clients such as Dunkin Donuts, TJ Maxx/Marshalls/Homegoods, Chili’s, CVS, Liberty Mutual and many other national brands. As a media buyer Melissa worked with media outlets across the country including radio, TV and cable.

After 6 years in New York City, Melissa earned a Masters in Marketing from University College Dublin in Ireland where she lived and worked for 5 years. After graduation Melissa was hired as an account manager for an Irish company that
handles the sales, marketing, branding and digital responsibilities for 27 local radio stations. While at this company she worked in both the sponsorship and sales division and won both national and global awards for campaigns she executed.

She is currently in the sales and marketing department at ABC News 4 in Charleston where she works with large national brands as well as smaller local business owners to come up with marketing solutions to branding challenges. As a Sinclair Broadcast Group station, Melissa is responsible for selling the assets to their in-house digital agency Compulse Digital. This is her third year as an adjunct professor at the College of Charleston.

**Graded Components:**

**Advertising Audits: Mini Audit 5%, Full Advertising Audit 10%**

Advertising messages and branding is literally all around you! Yankelovich, a market research firm, estimates that a person living in a city can see up to 5,000 advertising messages per day. As a marketer you must become aware of all these messages and become critical consumers.

On January 22nd you will leave class for 30 minutes. You can get some food, walk around, sit on a bench and people watch or even go shopping. Take note of the advertising messages that stick out to you the most. We will talk about some of these messages when you get back to class. You will have 2 weeks to write a **1-page single spaced analysis** on the advertisement that impacted you the most. I will collect and grade these mini-audits. You will receive detailed feedback that will help prepare you for the full audit that will be due later in the semester. **This is worth 5% of your overall grade.**

For your full audit I would like you to venture out on your own and keep a journal for **one hour**. Document each advertising message you received during this time block. If you log into Instagram and see a sponsored post document what you saw. If you go on a jog and see an ad on your running app or run by billboard please include this in your journal. If you see a logo on your friend’s tee-shirt or beach umbrella include this as well. These messages are literally everywhere so be active during this hour and be attentive! The more you do the more you will see.

Once your 60-minute time block is up you should have detailed notes. You will be asked to turn in this journal so make sure it is legible, but you do not need to type it. The journal should list the messages, the medium, the location and the time. **Pick 3 examples in your journal that you want to focus on for the audit.** For each example assess the effectiveness of the advertising message you saw. What was the thought process that the marketers used to engage their audience? Did anything surprise, disappoint or impress you? Would you have done anything differently? I want to see how you interpret these messages and become critical consumers. Use what you learned from the mini-audit to steer your full audit. The best grades are awarded to the students that use topics from class.

This assignment should be **a minimum of 3 written pages (not including your journal or images). This should be single spaced and will count as 10% of your overall grade.** The assignment is incomplete if the journal is not handed in and 10 points will be deducted from your final grade. Your audit should have a concise introduction and conclusion. I am looking for improvement from the mini audit. Your writing does matter in the overall grading of this assignment. As marketers, we need to be able to express our opinions in clear and well written manner. If you use research, please cite the work.

**Ethical Advertising Debate: 12%**

Ethics in advertising is a hot topic for advertisers, agencies and consumers. The over-abundance of advertising in our society has made these messages unavoidable and sometimes intrusive. Despite the huge number of regulatory bureaus and organizations, advertising is constantly being produced that cause controversy.

After our discussion on ethics I will hand out examples of different ads that have caused uproar. On the back of the page there will be a + or a – and a character which represents your stance on this ad. For example, if you are pro, you might be the creative director that made the ad or a media buyer that placed it. Once you have your ad find the classmate
that has the same one. You and your partner will come up with a script of an argument that these marketing professionals would have about the ad you are given. The script must be at least 2 pages single spaced. Write the assignment from the perspective of the roles you were assigned and use what you have learned this semester in your arguments.

I want to see that you understand the role of these marketing professionals, the industry and advertising ethics. If you are arguing for the ad you might discuss why this strategy is effective and what the creative does well. If you are against you might use ethical issues, poor ad copy, improper target market. You will write this assignment together and receive the same grade.

The day the assignment is due, you and your partner will read your script in front of the class. If you were originally given the ad with the + you will read the pro argument and vice versa. As marketers we are constantly justifying our ideas and this exercise will help you prepare for these conversations. **If you or your partner are not in class on the day of the debates, you will receive a zero on this assignment** unless you have spoken with me about your situation. This is worth 12% of your overall grade.

**In-Class Exam: 20%**

There will be one in-class exam. This will be an essay style assignment that will cover 3 of the main themes we have discussed in class. I will make this exam very easy and there will be no surprises if you have been attending classes. NO LAPTOPS and no notes! I will bring loose leaf paper. This exam will show me that you have been reading the chapters, listening in class, taking notes and absorbing the material. Use knowledge from guest speakers, “What Happened this Week” and class discussions. Use what you learned firsthand working on your agency projects.

The exam is on the last day of class and you will be given 60 minutes to complete the assignment although you do not need to use the full allocated time. HINT: I have allotted 20 minutes for each answer so make sure you spend adequate time of each response. **This will be worth 20% of your overall grade.**

**Team Project: Creating an Advertising Campaign 25%**

Marketers are constantly using their public speaking skills. A large part of working in advertising is being in front of an audience whether that be meeting with clients, presenting media plans or making formal pitches for new business. Being able to present your work is sometimes just as important as the work itself especially when you are trying to win business.

Early in the semester I am going to divide you up into random groups. This will be your “agency” and you will work together for the duration of the semester. You will be required to choose a team name and team captain who will be my group liaison. Your advertising agencies will be pitching against each other for a piece of business.

The featured business owner is Danielle Porcellini. A singer and music instructor with a dream to open a music studio in Charleston and we are going to help her create an advertising campaign for this future studio. The business owner will come into class for a briefing. She will take you through her story, business practices, challenges and fears. She will also tell you what she is looking for in an advertising agency. You will meet your potential client at the briefing and once during the semester for a mid-project check in. The presentations will be at the end of the semester.

In this industry we don’t always get the face to face time that we would like with the clients and many times we must pitch for business after just 1-2 initial meetings. Business owners are busy so make sure the time you spend with Danielle is used wisely and ask good questions. Because this is a start-up there will be limited company information but you can research the industry and competitors. Do not spend time asking questions you can find on your own. Please be respectful of any ideas she may have. Your new client will tell you what her objectives are so listen to them, take notes and ask insightful questions. You will take what you learned and start putting together an advertising campaign.
What this project should include:

- An introduction to your own agency - who are you?
- Key insights from their brief (show the client you understand her company and her needs)
- SWOT analysis that shows you understand her place in their industry
- Research (what primary and secondary research did you do to guide your campaign, creative, target market and media choices)

Once you have done the above steps and present them you will then introduce your advertising campaign.

You must:

- Introduce a clear advertising campaign
- Present strong creative examples (videos/story boards/graphics)
- Explain what drove your creative process and ideas
- Explain Media choices
- Think P&G “Thank you Mom”, Secret’s “Stress Test”, Activia’s Shakira campaign, Crown Royal Water

What this project is NOT:

- A lesson about social media and analytics
- A website design project
- Event planning
- Public Relations
- A Staffing exercise (Internship programs)

This is your project so suggest what your team feel is the best strategy for your client. If you do not think print advertising is a good fit do not include a print ad in your presentation but tell us why you made the choices you did. Was the demographic for print not appropriate? If you believe they should only do digital advertising, prove to us why traditional advertising will not work. If you chose an emotional approach, what was the motivation behind this creative direction?

This project will take you all semester. You should be meet outside of class and use what we learn in class to cultivate your campaign. The clients will help me determine your final score. The winning agencies will earn the full 250 points for this assignment.

Presentations should last 25-35 minutes and should be done using PowerPoint and saved on a flash drive that the client will keep. Be prepared for “Technical difficulties” and have a back-up plan. Please don’t disappoint your potential client by being unprepared. There is no written paper to be turned in, but I will require handouts of the PowerPoint (2 slides per page) to be given out before the presentation. Make 1 copy for me and 1 for the client. Name of the agency and team members should be listed on the first slide. If you create video/graphics/photos for the presentation make sure we get these as well via flash drive or in a link after the presentation.

Remember delivery of the presentation is just as important as the content so be confident, passionate and engaging. Practice this presentation as a team so you are all prepared for the client meeting. Grading will be the same for each team member unless it is obvious that some members did more than other. If you have an issue with a team member try first to resolve it on your own. If this does not work let me know. Each team member must present in the final presentation. EVERYONE MUST BE PRESENT FOR THE PRESENTATION. I am happy to stay after any class to see what you have been working on during the semester and give you pointers. This project is worth 25% of your overall grade.

Quizzes: 13%
For 9 weeks of this semester I will be assigning a chapter in the textbook that will be help guide the conversation we will have each class. As a marketer we must understand the different theoretical concepts in this field. This knowledge can
help you while you are working on advertising campaigns, meeting with a client to devise a marketing strategy or implementing a media plan. This textbook will highlight theories, showcase successful case studies and help guide you through this class and your career as a marketing professional.

When I assign a chapter to be read for the following week I will also assign the corresponding quiz. I will keep the quiz open until the start of our next class (Tuesday 5:15pm). You can take the quiz as many times as you want to earn the highest grade. There is NO reason to earn less than full credit on these quizzes. Low quiz scores show a lack of effort.

You will not receive ANY extensions for the quizzes. NO exception! If you don’t complete the quiz in the week it is assigned you lose the opportunity to get these points, HOWEVER, I will have one extra credit quiz that you can complete to make up any missed quizzes. This extra credit quiz will be active during the week of fall break.

**Marketing and Class Participation: 15%**  
Marketing is about communication! I want our classes to be interactive, energetic and spontaneous. If you saw an interesting social media post or saw a thought provoking billboard let’s talk about it! My classes are flexible and above all I want to hear from you. Marketing professionals are passionate about their careers and industry and I want to see this passion from you. I will share my experiences with you and show you some of my favorite campaigns and I hope you do the same. The more I hear from you the more I know you are learning so class participation is important!

**Attendance, responsiveness to emails, questions and contributions will all help me evaluate your participation.** I will grade your participation every class. If you do not attend a class, you will not receive any points for that class. If you attend, but do not engage you will receive half credit for that class. If you attend class and I see that you are engaged with me or our guests, you will receive full credit for the class.

**Hint for the Semester:**  
Marketing is a subjective subject and I am interested and excited to read your written assignments. I want these assignments to reflect your own personal opinions, but I want to see that you are engaged marketers and that your opinions are researched and well-constructed. I want to see that you researched beyond our textbook to come up with your opinions. Show me that you put effort into all the assignments. If you use outside sources, please document your sources but I will not require a minimum number of sources for each assignment. There are ample case studies and theories that you can draw opinions from and as marketers the more you read and research the more effective you will be. I will be able to tell if you put in the effort to create a well thought out assignment and you will be graded accordingly.

Follow some industry Facebook pages so you get daily notifications of what is going on in the business world. Things happen every single day in the marketing world...stay current, stay engaged, stay interested!! Use this knowledge to participate in “What Happened this Week”. This will help your class participation grade!

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<tr>
<th>AD Week</th>
<th>Marketing Magazine</th>
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<tr>
<td>AD Age</td>
<td>Ad Freak</td>
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<td>PR Daily</td>
<td>News Outlets (International/Local)</td>
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<td>Marketing Week</td>
<td>Social Media Today</td>
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**Semester Grading Scale:**

Overall Course Grade will be based on:

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<thead>
<tr>
<th>Activity</th>
<th>Points</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Quizzes</td>
<td>130</td>
<td>13%</td>
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<tr>
<td>Mini-Audit</td>
<td>50</td>
<td>5%</td>
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<tr>
<td>Full Advertising Audit</td>
<td>100</td>
<td>10%</td>
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<tr>
<td>In Class Exam</td>
<td>200</td>
<td>20%</td>
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<td>Ethical Advertising Debate</td>
<td>120</td>
<td>12%</td>
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<td>Class Participation/Attendance</td>
<td>150</td>
<td>15%</td>
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<td>Team Project</td>
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**Total**

1,000 points  100%

**Final Course Grade:**

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<tr>
<td>A</td>
<td>932 pts - 1000 pts</td>
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<td>A-</td>
<td>900 pts - 931 pts</td>
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<td>B+</td>
<td>866 pts - 899 pts</td>
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<td>B</td>
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<td>800 pts - 831 pts</td>
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<td>600 pts - 699 pts</td>
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<td>599 pts and below</td>
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Spring 2019:

January 8:
Before Class:
- Get textbook (e-book) and register for Connect Plus

In-Class:
- Hi! Introductions--Who am I? Who are you?
- Initial Sheet and role call
- Overview of course, syllabus and assignments
- What Happened Last Semester?

January 15:
Before Class:
- Make sure you have textbook (e-book) and register for Connect Plus
- Read Chapter 1 and take Chapter 1 quiz

In-Class:
- What Happened This Week?
- Questions about Syllabus?
- Discuss: Chapter 1
- Establish agency teams, meet with your group, give me team names and team captain.

January 22:
Before Class:
- Read Chapter 2 and take Chapter 2 quiz
- Review Chapter 2
- Email me team name if not done already

In-Class:
- What Happened this Week?
- Discuss Chapter: 2
- **Mini-Audit Adventure**—You will get 30 minutes for this exercise. You are expected to come back to class. If you do not come back you will receive a 0 for the class.
- Let’s chat!

January 29: **Client Briefing 6:30pm-8:00pm**

In-Class:
- What Happened this Week?
- Get into groups. Captain will introduce your group to our client.

February 5:
Before Class:
- Read Chapter 5 and take Chapter 5 quiz

In-Class:
- Recap client briefing
- What Happened This Week?
- Discuss: Chapter 5
February 12: **Mini-Advertising Audit Due (Email me before 5:30pm or bring a hard copy to class)**
Before Class:
- Read Chapter 6 and take Chapter 6 quiz
- Finish Mini-Audit
In-Class:
- What Happened This Week?
- Discuss: Chapter 6
- Show Odlums and past projects

February 19:
Before Class:
- Read Chapter 8 and take Chapter 8 quiz
In-Class:
- What Happened This Week?
- Discuss: Chapter 8
- Assign Full Audit
- Group work time

February 26: **Guest Speaker Brooke Wilaby 7:00-8:00pm**
Before Class:
- Read Chapter 4 and take Chapter 4 Quiz
- Review Chapter 9
In-Class:
- What Happened This Week?
- Discuss: Chapter 4
- Guest Speaker

March 5:
Before Class:
- Read Chapter 7 and take Chapter 7 quiz
In-Class:
- What Happened This Week?
- Discuss: Chapter 7
- Meet with groups for client check in. I will be looking for progress and a solid start
- Come up with 3 questions to ask Danielle

March 12: **Full Advertising Audit Due and Client back for a check-in**
Before Class:
- Read Chapter 10 and take Chapter 10 quiz
- Review Chapter 11
In-Class:
- What Happened This Week?
- Discuss: Chapter 10
- Mid-semester client check-in

March 19: **FALL BREAK** **You can do Quiz 18 for Extra Credit. NO extensions**
March 26:
Before Class:
- Read Chapter 3 and take Chapter 3 quiz
- Additional Readings
  - 45: Ethical Dilemma
  - 182: Disney to Children
  - 228: Skewed Stats
  - 248: Subliminal Messages
  - 322: Sex in Advertising
  - 353: Plagiarism
  - 472: Retargeting
  - 500: Social Media
  - 552: Political Advertising
  - 582: Blogging

In-Class:
- What Happened this Week?
- Discuss: Chapter 3: Economic and Regulatory Aspect
- Give out Ethical Assignments and Ads
- Get together with partner and start script

April 2: Ethical Writing Assignments DUE
Before Class:
- Complete Ethical Assignment with partner

In-Class:
- What Happened this Week? 5:30-6:00
- Ethical Debates 6:30-7:30
- Final presentation questions 7:30-8:00

April 9: Final Presentations Due **We will start at 5:30. Be here on time and plan to stay late**

April 16: Guest Speaker Molly Hefka 7:00-8:00pm
In-Class:
- Last “What Happened This Week”
- Exam Review
- Guest Speaker

April 23: In-Class Exam
Before Class:
- Study for exam
- Bring Laptops or phones to class for evaluations

In-Class:
- In-Class Exam—5:30pm-7:00pm
- Course Evaluations
- Agency Project Winners Announced
- GOODBYES 😊
School of Business Learning Goals:

**Communication Skills:** Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

**Quantitative Fluency:** Students will demonstrate competency in logical reasoning and data analysis skills.

**Global and Civic Responsibility:** Students will identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students integrate knowledge & skills in addressing these issues.

**Intellectual Innovation and Creativity:** Students will demonstrate their resourcefulness and originality in addressing extemporaneous problems.

**Synthesis:** Students will integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks. 

*In this course, students will work on assignments individually, as well as in groups; will present projects written and oral; will demonstrate knowledge through discussions, quizzes, and written assignments; will demonstrate technological skills by creating a Power Point presentation; will research & utilize online resources and will interact with professional advertisers and guest speakers in class.*

**Center for Student Learning:** I encourage you to utilize the Center for Student Learning’s (CSL) academic support services for assistance in study strategies, speaking & writing skills, and course content. They offer tutoring, supplemental instruction, study skills appointments, and workshops. Students of all abilities have become more successful using these programs throughout their academic career and the services are available to you at no additional cost. For more information regarding these services please visit the CSL website at http://csl.cofc.edu or call (843) 953-5635.

For a summary of relevant school policies, see: http://catalogs.cofc.edu/professionalstudies/students-responsibilities-and-rights.htm

**Honor Code:**

All students are to abide by the College of Charleston Honor Code as specified in the C of C Student Handbook. Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved.

Incidents where the instructor determines the student’s actions are related more to a misunderstanding will be handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed by both the instructor and the student, will be forwarded to the Dean of Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive an XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration—working together without permission—is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignments is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information via a cell phone or computer), copying from others, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

Students can find the complete Honor Code and all related processes in the Student Handbook at:  
http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php