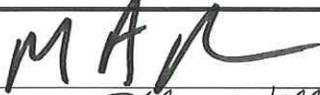
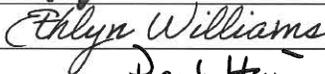
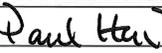
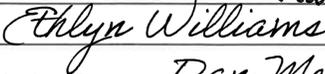


 FLORIDA ATLANTIC UNIVERSITY	COURSE CHANGE REQUEST Undergraduate Programs	UUPC Approval <u>12/5/22</u> UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner Posted _____ Catalog _____
	Department Marketing College Business	
Current Course Prefix and Number MAR 3023	Current Course Title Marketing Management	
<i>Syllabus must be attached for ANY changes to current course details. See Template. Please consult and list departments that may be affected by the changes; attach documentation.</i>		
Change title to: NA	Change description to:	
Change prefix From: NA To:		
Change course number From: NA To:		
Change credits* From: NA To:	Change prerequisites/minimum grades to: Sophomore standing	
Change grading From: NA To:		
Change WAC/Gordon Rule status** Add <input type="checkbox"/> Remove <input type="checkbox"/>	Change corequisites to:	
Change General Education Requirements*** Add <input type="checkbox"/> Remove <input type="checkbox"/>	Change registration controls to:	
<small>*See Definition of a Credit Hour. **WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to this form. See WAC Guidelines. ***GE criteria must be indicated in syllabus and approval attached to this form. See Intellectual Foundations Guidelines.</small>		
Effective Term/Year for Changes: summer 2023	Terminate course? Effective Term/Year for Termination:	
Faculty Contact/Email/Phone Marc Rhorer mrhorer@fau.edu 7-0210		
Approved by Department Chair <u></u> College Curriculum Chair <u></u> College Dean <u></u> UUPC Chair <u></u> Undergraduate Studies Dean <u></u> UFS President _____ Provost _____	Date <u>10-20-22</u> <u>11/16/22</u> 11-21-22 <u>12/5/22</u> <u>12/5/22</u> _____ _____	

Email this form and syllabus to mjennning@fau.edu seven business days before the UUPC meeting.

MAR3023-031 (CRN 13053)

Marketing Management

Summer 2023

3 credits

Course Meeting Pattern (630-940pm on Mondays, Liberal Arts 445 - Davie)

Hybrid/Flex format (in person lecture with asynchronous availability and limited synchronous remote content)

Professor Information

Name: Dr. Marc Rhorer

Office Address: Boca: 320 Business Building (BU) – within the Dean’s Office Suite
Davie: 450 Liberal Arts (LA)

Email Address: **All messages/email must originate through the course Canvas site, Inbox.**
I try to respond to all Canvas messages within 24 hours, though it may be longer on weekends.

Phone Number: 561-297-0210 (use Canvas messages instead of phone for a more prompt response)

Course Format

This course will be conducted in a blended format (live introduction lecture via Zoom, asynchronous lectures and materials throughout the semester, and classrooms sessions for each section of the course (again, attendance is optional as material will be available later in Canvas). The first course introduction will be conducted live online via Zoom (it will be recorded and made available in Canvas for those who cannot participate live). Supplemental content beyond class lectures will also be provided in Canvas, including lectures for deeper explorations and examples of key topics, and learning exercises. Most other lectures and supplemental materials will be available in Canvas within 12 hours of class. The course format will have in-person lectures on Mondays (again, this material will be made available via Canvas, so attendance is not required) and you will have the remaining time to complete assignments and materials. See the detailed syllabus schedule on page 9.

Office Hours

I am available by appointment most anytime but have specifically set aside 330pm-530pm on Mondays during the term to be available in person or on Zoom; I can also arrange meetings most times during the week (via Zoom).

TA (Teaching Assistant) Information:

Name: TBA

Email Address: **All messages/email must originate through the course Canvas site, Inbox.**
All questions regarding Canvas, McGraw Hill, Proctorio, Connect, grades, technology problems, and exam reviews should be directed to the TA.

TA’s Office Hours: See the course Canvas site for the TA’s office hours.

Required Textbook/Connect Information

Textbook: Marketing- 3rd edition, Author: Hunt and Mello, Publisher: McGraw Hill

Loose Leaf + Connect ISBN: 9781264687961

Connect code + Proctorio ISBN: - 9781265854287

REQUIRED: Connect Access Code + Proctorio (test proctoring software included with textbook access)

Please be aware that you are *required* to purchase the digital materials to complete this course. All assignments and exams will be accessed through the digital Connect system.

STRONGLY RECOMMENDED: It is strongly recommended that you purchase the loose leaf (hard copy) version of the text in addition to the digital text. Note that you will not be able to access the online version of the

textbook during “open book” exams, therefore you will either need the hard copy of the textbook or you will need to take detailed notes to replace the text during the exams (handwritten or printed/typed notes are both acceptable).

Options for purchase of Connect Code + Proctorio only (no hard copy of text):

This course is participating in the FAU Follett ACCESS pilot for the **SUMMER 2023** semester. **The ACCESS pilot will allow students to gain digital access to the required materials for the course at a significantly discounted price (\$118.75).**

The charge for the course materials purchased will be posted directly to your student Bursar account and is eligible to be paid automatically by qualifying financial awards.

The discounted ACCESS price will be available between **April 30 – May 21**, but you can still purchase your code at the bookstore afterward at a higher price and without the option to direct bill to your Bursar account. There will be two ways to get your materials through Follett ACCESS to take advantage of the discounted cost and direct bill to your bursar account.

1. You'll receive an email from “noreply@follett.com” notifying you of your enrollment in an ACCESS course. Follow the link the email to the opt-in portal, enter your FAU ID, and follow the opt-in prompts to authorize the material charge to your student account.
2. You can alternately copy and paste the following link into your browser to access the Bookstore Customer Opt-In Portal: <https://includedcp.follett.com/OptIn/2076>

More information on the program:

- Follett Access Website: <http://www.fau.edu/business-services/bookstore/inclusiveaccess.php>
- Student Guide: https://www.fau.edu/canvas/inclusiveAccess/ACCESS_Student_Guide.pdf

Within about 24 hours after opting-in, you'll receive an email from customercare@follett.com with your access code included. Follow *normal instructions* for accessing your Connect assignments to activate your code.

If you drop the course during the add/drop period, the materials charge will be automatically refunded.

Please contact the FAU Campus bookstore manager with any questions:

Email: 2076mgr@Follett.com

Phone: 561-297-3720

Options for purchase of Connect Code + Proctorio AND Loose-leaf (hard copy) of textbook

You can buy the Connect Code and the loose-leaf textbook through our Connect section URL: \$140 at your Connect URL + Proctorio; **\$25 for the loose-leaf. Please note the loose leaf takes up to 10 days to arrive. Order early!**

You also can purchase the Connect Code + Proctorio at the national prices through a bookstore (this is the most expensive option at \$186.67.)

Course Description (Detailed)

Target markets are fragmenting as today's customers are increasingly selective in product choice. Simultaneously product life cycles are shortening, competition is intensifying, and the new product failure rate is growing. Buyers are more knowledgeable and more demanding, while global and technological changes continue at an increasing rate. Successful Marketing is essential for business survival today. This course establishes the foundation for studying Marketing: focusing on the basic and universal principles of Marketing such as consumer and organizational buying behavior, market segmentation, differentiation and positioning, brand management, pricing policies, integrated marketing communications, channels of distribution, social, ethical and regulatory issues, and global implications and trends. Within today's business environment Global Marketing and technological developments such as Digital Marketing, E-commerce, social media,

and mobile commerce are significant issues. The implications of these developments will be continuously integrated and examined, and specific classes will focus on these topics.

This course places particular emphasis on joining the conceptual foundations of marketing with practical application. Current examples in advertising, product/service planning, brand management, market segmentation, positioning strategy, product pricing, and distribution strategy will be integrated with the concepts and theories throughout the course.

FAU Catalog Official Course Description

This course covers channels of distribution, price policies, promotion, consumer demand, product planning, the role of government in marketing, and the social evaluation of marketing.

Course Prerequisites and Credit Hours and Class Time Commitments

The prerequisite requirement is that you must have completed 30 credits (have sophomore standing). The course is worth three credit hours. It is strongly recommended you work ahead on assignment materials due to the short length of the summer term. All items can be done in advance, except for the exams.

Course Learning Objectives

Upon successful completion of this course, students will be able to:

- Explain the role of Marketing in the firm, our society, and the global marketplace.
- Define the Marketing Management Process and the role of strategic planning in the Marketing Management Process.
- Define the components of a Marketing Strategy and describe how these components fit together to create a successful Marketing Plan.
- Explain key Marketing concepts and demonstrate how to use these concepts to solve Marketing problems.
- Identify market segments and choose Marketing Mix components appropriate for these segments.

GRADING INFORMATION

Grading Scale

The following grading scale, based on statewide university guidelines, will be used to determine your final grade. A standard .5 rounding up will be used. Therefore, grades will be assigned as follows:

92 and higher	A	70 – 77.99	C
90 - 91.99	A-	68 – 69.99	D+
88 - 89.99	B+	62 – 67.99	D
82 – 87.99	B	60 – 61.99	D-
80 – 81.99	B-	0 – 59.99	F
78 – 79.99	C+		

Course Evaluation Methods

Your grade will be determined by the following components:

- **Four Exams**, for a total of 65% (16.25% each); Exams will be online & proctored, 70 minute time limit, 50 questions, multiple choice.
- **Connect Chapter Quizzes** 10% (1 attempt each, no time limit – lowest score dropped)
- **Connect Analytics** 10% (1 attempt each, no time limit – lowest score dropped)
- **Connect SmartBook** 10% (unlimited attempts, no time limit – lowest score dropped)
- **Marketing Analysis Assignment** 5% (print advertising analysis)
- **Comprehensive Final Exam (optional)** – 2 hour 10 minute limit, 100 questions, multiple choice, replaces lowest score of the 4 regular exams.

(Note – your lowest grade for each assignment type except the Marketing Analysis – SmartBook, Analytics and Quizzes – will be dropped at the end of the semester.)

EXAMS - RULES AND TECHNICAL REQUIREMENTS

The exams in this course are designed to be completed in 60 minutes. However, given the challenges of a hybrid course, combined with the pandemic and the potential for some technical and internet issues, I am extending the regular exam time to **70 minutes**. This should allow you have some extra time to help resolve any emergencies during the exams, such as internet or software problems, without reducing your chances to successfully complete the exam.

Online Exams

- For each Exam you will use the Proctorio integrity platform.
- Each test covers a group of chapters and any information covered in class, will be given online, and will consist of multiple choice questions.
- You will see one question at a time. Backtracking is allowed.
- You are only allowed to use blank paper, pencil/pen, calculator (you may NOT use your phone as a calculator), printed notes, printed PowerPoints and a printed copy of the textbook.
- There are no pretakes or makeups for missed exams except under the following conditions: you are engaged in a University approved activity or observing a religious holiday. In all cases, you will need to provide documentation. If you miss one of the regularly scheduled exams you will take the Comprehensive Makeup Exam at the end of the semester.
- You will have a specific time period to take each exam.
- Connect will automatically submit your exam.
- You will not receive your exam score until after the exam closes.
- If you do not take the exam on the date and times specified you earn a zero.
- It is expected that you take these tests alone. If you are found to take these tests with others you will be in violation of the Honor Code and subject to severe penalties including expulsion from the University. It is further understood that these are open book tests. But do not believe that this will make the tests easier. The tests are timed and you will not have time to look up concepts.

Proctorio

For assurance of academic integrity for all of the course exams your online test taking behavior will be monitored and reviewed in this class using a program called Proctorio.

System Requirements

1. *Operating system: Windows - 7+; Mac – macOS 10.11+; Linux – Ubuntu 18.04+
2. *Free disk space: 250 MB
3. Internet speed should be 1.5 Mbps download, 750 Kbps upload
4. **You can add the Proctorio extension only using the Google Chrome browser.**
5. Google Chrome (minimum version 58)
6. Adobe Flash Player
7. Web camera (internal or external) and microphone.
8. A reliable broadband internet connection

Proctorio Instructions:

1. In Google Chrome, navigate in Canvas to your course.
2. Locate and click on the exam you want to take.
3. Under the Instructions, check the box once you have reviewed Proctorio's Terms of Service and Privacy Policy.
4. Now go ahead and press the blue "Get Started" button.
5. Upon clicking "Get Started" you will be redirected to the Chrome Web Store. Please click "Add to Chrome."
6. Click "Add Extension."
7. Now you can navigate back to your exam and press "Take the Quiz."
8. Click the Launch Proctoring button.

9. Photo Authentication.
10. Photo Confirmation.
11. Photo ID Authentication.
12. 360 – degree Room Scan.
13. Take your Placement assessment.

The test and timer will begin after the Startup Sequence is complete. You cannot exit Proctorio until the test is submitted for grading. If you encounter a problem, you need to start a live chat with Proctorio. The link to do this is located in the exam section on Connect.

TEST ENVIRONMENT REQUIREMENTS

The online testing environment should mimic the ‘in class’ testing environment and must conform to the rules and guidelines below.

You MUST have the following:

1. A webcam that you can move in a 360-degree circle so that the room can be scanned and verified. You can do this with a laptop’s webcam or a removable webcam on a desktop monitor.
2. A quiet room – you will be flagged if people are walking in and out of the room or if there is noise in the background.
3. A valid photo ID (government-issued ID such as a driver’s license, passport or FAU Owl card).
4. Microphone built into the computer or the webcam.

Testing Area:

1. Sit at a desk or table (not on a bed or couch).
2. Lighting in the room must be bright enough to be considered "daylight" quality. Overhead lighting is preferred; however, if overhead is not possible, the source of light should not be behind you.
3. You may not use a second monitor, cell phone, or other websites.
4. Close all other programs and/or windows on the testing computer prior to logging into the proctored test environment.
5. Do not have a radio or television playing in the background.
6. Do not talk to anyone; do not talk to yourself; no communicating with others by any means.
7. No other person except the test-taker is permitted to enter the room during testing.
8. Only blank paper, pencil/pen, calculator (you may NOT use your phone as a calculator), printed notes, printed PowerPoints and a printed copy of the textbook are allowed on your desk/table.

Unacceptable Behavior That Can Result in a Zero on the Exam

***The following are examples of UNACCEPTABLE EXAM BEHAVIOR and the most common ways in which students earn a zero on the exam:**

1. Looking around: eyes must either be on the computer screen or on your desk where the book/notes are located at all times.
2. Leaving the room and then returning during the testing period at any time.
3. Taking the computer into another room to finish taking the test (exam must be completed in the same room the “Exam Environment View” is completed in).
4. Using headsets, ear plugs or similar audio devices.
5. Using the phone. The only exception is to contact Proctorio or Connect support in the event of a technical issue.
6. Other people in the room.

7. Any talking, by you or another person, including reading the questions out loud.
8. Looking under the desk.
9. Placing anything in your lap; notes and textbook must be on the desk.
10. Dual monitors: if you have dual monitors one of them must be turned off and facing the opposite direction.
11. Opening other browsers while in the testing window browser.
12. Trying to compromise the functionality of the webcam, microphone, or software capabilities in any way during the authentication process or while taking the exam.

Allowed Materials

1. Physical textbook (you may NOT use the e-book)
2. Course PowerPoints slides (they must be printed out, you can NOT open Microsoft PowerPoint)
3. Typed or written course notes, you can NOT access computer files
4. Calculator (you may NOT use your phone)
5. Pen/pencil and blank paper

You can NOT take this exam in a computer lab or in any public area where people may be talking and moving around.

Exam Technical Issues

- If you get kicked out of the exam for any reason (such as an internet “hiccup,”) immediately re-enter. Your time will continue decreasing, but you will be able to re-enter the exam and pick up where you left off.
- If you have a technical issue, start a live chat with Proctorio using the link below. You can also find this link throughout the Canvas course.
 - Chat for support. The fastest way to get support is through their live chat. Just click the extension icon once you are in the exam.
 - Email for support to support@proctorio.com
- All technical and internet connectivity issues are your responsibility.
- Submit a ticket to the Help Desk if you believe you encountered an issue with Connect and Proctorio. If Tech Support emails me that the issue was their responsibility, then I will make accommodations as needed for you to complete the exam.

If the problem occurred due to your own technical issues, then your grade will stand as it is.

Common student technical problems include:

1. Trying to open other windows, programs, or files while you are taking the exam.
2. Using an unapproved browser. Check the Canvas home page for browser issues. Do not use Internet Explorer.
3. Ensure your WIFI is in working order prior to attempting the exam.
4. If you are “kicked” out due to internet issues, you must re-enter the test immediately to complete it. This will not count as a second attempt. If you get kicked out of the exam you must immediately return.

Exam Reviews

There will be no review in preparation for each exam and no general class review of exams after they are taken. **Each student may review his/her exam with the teaching assistant, but requires an appointment.** All exam reviews must be completed before the start of the next exam.

EXERCISES & CONNECT CHAPTER ACTIVITIES

SmartBook Assignments (10%), Connect Chapter Quizzes (10%), Connect Analytics (10%), Marketing Analysis (5%)

**** Google Chrome when completing Connect work is recommended.****

McGraw-Hill's Connect/SmartBook is a web-based assignment and assessment solution for every chapter required for this course. Due dates are detailed in the course outline and schedule.

Be aware of due dates for activities - NO LATE WORK will be accepted.

- For **Connect SmartBook**, you are allowed unlimited attempts with unlimited time. Take advantage of the retake attempts to maximize your grade! These can be time-consuming to complete, so don't put them off until right before the deadline or you won't be able to finish them.
- For **Connect Quizzes**, you are allowed ONE attempt with a time limit of 30 minutes. You will be able to review your quiz attempt after the due date.
- For **Connect Analytics**, you are allowed ONE attempt with unlimited time. You will be able to review your analytics assignment attempts after the due date.
- For the **Marketing Analysis Assignment**, you will be given instructions (in Canvas) to produce an analysis of a print advertisement to demonstrate understanding of targeting, positioning and segmentation.

Important Technical Issues Regarding Connect Assignments:

1. You **MUST** go through Canvas to access Connect for these assignments, and then return to Canvas after each attempt so that your grades will synch properly. If you go directly to Connect, your grades will not synch properly, and you will be responsible for the consequences.
2. Use Google Chrome to complete all Connect work. No other Internet browser is recommended.

Connect Technical Help

If you have technical issues with Connect, you will need to contact:

Phone: 1-800-331-5094

- Sunday: 1 PM- Midnight
- Mon-Thurs: 9 AM- Midnight
- Friday: 9 AM- 7 PM
- Saturday: 11 AM- 5 PM

Chat: <http://mpss.mhhe.com/>

Online Issue Form: <http://mpss.mhhe.com/contact.php>

Note that these hours are based on Eastern Time. Connect's tech support is located in Central Time. Therefore, the hours of operation stated online may be different than the hours listed here.

Additional Course Policies

Missing Exams

There are no pretakes or makeups for missed exams except under the following conditions: you are engaged in a University approved activity, a religious holiday, or an illness that prohibits you from accessing the internet **during the entire time the exam was open**. All exams are scheduled for the US Eastern time zone. In all cases, you will need to provide documentation at least a week prior to the exam date.

Late Assignments

There are no pretake or late assignments.

Participation (Attendance) Policy

This course is blended with online, synchronous and asynchronous content, but there are approximately 3 hours per week of lecture content, combined with additional exercises and material within Canvas. You are expected to in person or view asynchronously the video lectures; I will not take attendance. Material covered in the live and online lecture content, not available in your text, will be on exams.

COURSE SCHEDULE MAR 3023 Summer 2023

The Connect Assignments end at 11:59pm on the deadline date. There are no pretakes or makeups for these assignments and quizzes. Yellow highlighting means assignments or exams are due. This course moves very fast after the first week; for success, you must be diligent about keeping up with assignments.

<u>DATE</u>	<u>TOPIC/CHAPTER</u>
SECTION 1	
05/16 – Week 1	Syllabus Review: Course Procedures, and Expectations and Why Marketing Matters 1
05/23 – Week 2	Strategic Planning 2, The Global Environment 3
05/29	Section 1 (Ch 1-3) Assignments due by 11:59pm
5/29-5/30	Exam 1 (Ch 1-3 and lecture content) between 8am Sunday 5/29 and 11pm Monday 5/30
SECTION 2	
5/30 – Week 3	Consumer Behavior 4, Marketing Research 5, and Product Development 6 (pre-recorded Zoom lecture due to the Memorial Day Holiday)
06/06	Section 2 (Chapters 4-6) Assignments due by 11:59pm
06/06 – 06/07	Exam 2 over chapters 4-6 and lecture content between 8am Sunday 06/06 and 11pm Monday 06/07
SECTION 3	
06/06 – Week 4	Segmenting, Targeting, and Positioning 7, Promotion 8, and Pricing 11
06/12	Section 3 (Chapters 7, 8, and 11) Assignments due by 11:59pm
06/12 – 06/13	Exam 3 over chapters 7, 8 & 11 and lecture content between 8am Sunday 06/12 and 11pm Monday 06/13
SECTION 4	
06/13 – Week 5	Retailing 12, Digital and Social Media 13, and Branding 14
06/19 –	Section 4 (Chapters 12, 13, and 14) Assignments due by 11:59pm
06/19 – 06/20	Exam 4 over chapters 12, 13 & 14 and lecture content between 8am Sunday 06/19 and 11pm Monday 06/20
06/21 - Week 6	Marketing Analysis Assignment Due
06/22 –	Final Exam (Optional) Wednesday 8am – 10pm (130 minutes for the exam)

CHANGES OR MODIFICATIONS TO THE SYLLABUS: *The instructor reserves the right to change or modify the syllabus as necessary in order to meet the objectives of the course.*

University and College Policies

Code of Academic Integrity Policy Statement

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [University Regulation 4.001](#).

Disability Policy Statement

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>

Religious Accommodation Policy Statement

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices **and beliefs with regard to admissions, registration, class attendance and the scheduling of** examinations and work assignments. For further information, please see [Academic Policies and Regulations](#).

Attendance Policy

Students are expected to attend all of their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

University Approved Absence Policy Statement

In accordance with rules of the Florida Atlantic University, students have the right to reasonable accommodations to participate in University approved activities, including athletic or scholastics teams, musical and theatrical performances and debate activities. It is the student's responsibility to notify the course instructor at least one week prior to missing any course assignment.

College of Business Minimum Grade Policy Statement

The minimum grade for College of Business requirements is a "C." This includes all courses that are a part of the pre-business foundation, business core, and major program. In addition, courses that are used to satisfy the university's

“Writing Across the Curriculum” and Gordon Rule math requirements also have a minimum grade requirement of a “C.” Course syllabi give individualized information about grading as it pertains to the individual classes.

Incomplete Grade Policy Statement

A student who is passing a course, but has not completed all work due to exceptional circumstances, may, with consent of the instructor, temporarily receive a grade of incomplete (“I”). The assignment of the “I” grade is at the discretion of the instructor, but is allowed only if the student is passing the course.

The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete (“I”) grade must be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing (“F”) grade.

Withdrawals

Any student who decides to drop is responsible for completing processes required (through MyFAU/web) to withdraw from the course. **The last day to withdraw from the course is June 10.**

Grade Appeal Process

A student may request a review of the final course grade when s/he believes that one of the following conditions apply:

- There was a computational or recording error in the grading.
- Non-academic criteria were applied in the grading process.
- There was a gross violation of the instructor’s own grading system.

The procedures for a grade appeal may be found in [Chapter 4 of the University Regulations](#).

Disruptive Behavior Policy Statement

Disruptive behavior is defined in the FAU Student Code of Conduct as “... *activities which interfere with the educational mission within the classroom.*” Students who behave in the classroom such that the educational experiences of other students and/or the instructor’s course objectives are disrupted are subject to disciplinary action. Such behavior impedes students’ ability to learn or an instructor’s ability to teach. Disruptive behavior may include, but is not limited to: non-approved use of electronic devices (including cellular telephones); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor’s expectations for classroom conduct.

Faculty Rights and Responsibilities

Florida Atlantic University respects the right of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions which do not impede their exercise. To ensure these rights, faculty members have the prerogative:

- To establish and implement academic standards
- To establish and enforce reasonable behavior standards in each class
- To refer disciplinary action to those students whose behavior may be judged to be disruptive under the Student Code of Conduct.