NRRT 655 TOURISM MARKETING CONCEPTS AND APPLICATIONS – COURSE SYLLABUS

INSTRUCTOR INFORMATION

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(Responses to email will be provided within 36 hours during weekdays.)

TECHNICAL SUPPORT

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- Visit the Help Desk web page to troubleshoot common browser and Java issues.
- Call 970-491-7276.
- Email Help Desk Support.

COURSE DESCRIPTION

This course examines various marketing theories and concepts and their application within a travel and tourism organizational context. The first part of this course describes the tourism marketing process and the unique nature of tourism marketing, as compared to the marketing of other products and services. The second part of the course discusses tourism marketing opportunities and strategies. This includes an examination of the dynamic tourism market and how it influences tourism demand, the use of market research and information systems to better understand tourist behaviour, and the subsequent development and application of market segmentation, targeting and positioning strategies. The third and final part of this course continues the discussion of the tourism marketing mix by focusing on product design and development, pricing considerations, the use of particular distribution channels, and the promotion of tourism products and services. All of these elements are discussed and incorporated in relation to the development of a tourism marketing plan.

COURSE PREREQUISITES AND COREQUISITES

There are no prerequisites for this course.

COURSE OBJECTIVES

Upon the completion of this course, you should be able to:

- Define and explain the general concepts and theories behind the marketing of tourism products and services
- Describe the unique nature of the travel and tourism industry and how it influences the marketing process
- Examine the role of market research and marketing information systems in understanding tourist motivations and behavior
- Discuss external factors and their impact on the tourism marketing process
- Apply market segmentation techniques to travel and tourism markets
- Discuss and apply the marketing mix as it applies to travel and tourism
- Develop a marketing plan for a tourism organization

REQUIRED TEXTS

Kotler, P., Bowen, J., T., & Makens, J., C. (2014). *Marketing for Hospitality and Tourism* (6th ed.). Upper Saddle River, NJ: Pearson Education, Inc.

OTHER REQUIRED OR SUPPLEMENTAL MATERIALS

- **Mod 1.**
- Pine, J., & Gilmore, J., H. (1998). Welcome to the experience economy. *Harvard Business Review, 76*, 97-105.
- Sigala, M. (2005). Integrating customer relationship management in hotel operations: Managerial and operational implications. *International Journal of Hospitality Management, 24*(3), 391-413.
- Kim, W. G., Lee, C., & Hiemstra, S. J. (2004). Effects of an online virtual community on customer loyalty and travel product purchases. *Tourism Management*, *25*(3), 343–355.
- **Mod 2.**
- Vinod, B. (2004). Unlocking the value of revenue management in the hotel industry. *Journal of Revenue and Pricing Management, 3*(2), 178-190.
- Chen, J., S. (2000). Cross-cultural differences in travel information acquisition among tourists from three Pacific-Rim countries. *Journal of Hospitality and Tourism Research, 24*(2), 239-251.
- **Mod 3.**
- Wood, E. (2001). Marketing information systems in tourism and hospitality small- and medium-sized enterprises: A study of Internet use for market intelligence. *International Journal of Tourism Research, 3*(4), 283-299.

- Hess, R. L., Rubin, R. S., & West Jr., L. A. (2004). Geographic information systems as a marketing information system technology. *Decision Support Systems*, *38*(2), 197–212.
- Carson, D. (2008). The 'blogosphere' as a market research tool for tourism destinations: A case study of Australia's Northern Territory. *Journal of Vacation Marketing, 14*(2), 111-119.
- **Mod 4.**

- Bruwer, J. (2003). South African wine routes: Some perspectives on the wine tourism industry's structural dimensions and wine tourism product. *Tourism Management*, *24*(4), 423–435.

- Haywood, M. K. (1986). Can the tourist-area lifecycle be made operational? *Tourism Management*, *7*(3), 154–167.

- **Mod 5.**
- Gonzalez, A., M., & Bello, L. (2002). The construct "lifestyle" in market segmentation. *European Journal of Marketing, 36*(1/2), 51-85.
- Fuller, J., & Matzler, K. (2008). Customer delight and market segmentation: An application of the three-factor theory of customer satisfaction on lifestyle groups. *Tourism Management*, *29*(1), 116–126.
- Jang, S., Cheong., Morrison, A., M., & O'Leary, J., T. (2002). Benefit segmentation of Japanese pleasure travelers to the USA and Canada: Selecting target markets based on the profitability and risk of individual market segments. *Tourism Management, 23*(4), 367-378.
- **Mod 6.**
- Hashimoto, A., & Telfer, D. J. (2006). Selling Canadian culinary tourism: Branding the global and the regional product. *Tourism Geographies, 8*(1), 31-55.
- Qu, H., Kim, L. H., & Im, H. H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management*, *32*(3), 465–476.
- Blain, C., Levy, S. E., & Ritchie, J. B. (2005). Destination branding: Insights and practices from destination management organizations. *Journal of Travel Research*, *43*(4), 328–338.
- **Mod 7.**
- Sanchez, J., Callarisa, L., Rodriguez, R. M., & Moliner, M. A. (2006). Perceived value of the purchase of a tourism product. *Tourism Management*, *27*(3), 394–409.
- Walpole, M. J., Goodwin, H. J., & Ward, K. G. (2001). Pricing policy for tourism in protected areas: Lessons from Komodo National Park, Indonesia. *Conservation Biology, 15*(1), 218-227.
- Dolnicar, S., & Laesser, C. (2007). Travel agency marketing strategy: Insights from Switzerland. *Journal of Travel Research, 46*(2), 133-146.
- **Mod 8.**

- Doolin, B., Burgess, L., & Cooper, J. (2002). Evaluating the use of the Web for tourism marketing: A case study from New Zealand. *Tourism Management, 23*(5), 557-561.
- Plaza, B. (2011). Google Analytics for measuring website performance. *Tourism Management*, *32*(3), 477–481.
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management, 29*(3), 458-468.

COURSE PRESENTATION AND PROCEDURES

This course will be presented online via 8 weekly modules. Each module will be broken down into respective parts that focus on particular theories and concepts. Content will be presented in each of these parts through a combination of Powerpoint lectures, videos, readings, and graded assessments. Students should proceed through each module in a sequential manner, as directed.

PARTICIPATION EXPECTATIONS

This is a 2 credit course taught over an 8 week period. To get the most out of this course, it is recommended that you devote 6 hours a week to do the weekly readings, read/listen/watch presentations, contribute to discussion forums, and complete your assessments. The recommended break-down of your time is as follows:

- 4 hours a week – weekly readings and taking notes
- 2 hours a week – reading/listening to presentations and taking notes
- 4 hours a week – contributing to discussion forums/completing assessments

This is a graduate level course that examines a range of theoretical concepts and practical examples of marketing within a tourism context. There are high expectations regarding the quality of the work presented and the meeting of assessment deadlines. It will also be necessary to take the time to allow for critical thinking and analysis of concepts and issues presented in order to obtain a high grade.

GRADING

As a student enrolled in this course, one of your responsibilities is to submit course work by the due dates listed in the Course Schedule. Grading of the weekly discussion posts and comments, and the two sections of the marketing plan will be provided within one week of the due date. If, however, due to unforeseeable circumstances, the grading of your work takes longer than one week, I will keep you informed of my progress and make every effort to return your work with feedback as soon as I can.

ASSIGNMENT*	GRADE POINTS	GRADE PERCENTAGE
Discussion posts and comments (4 @ 30 points each)	120	30
Activity 1. Market research survey	60	15
Activity 2. Tourism business/organization brand development	40	10
Marketing plan (divided into 2 components @ 90 points each)	180	45
Total:	**400**	**100 %**

*Keep a copy of all work created for the course, including work submitted through RamCT Blackboard.

GRADE DESCRIPTION

95-100% = A+
90-94% = A
85-89% = B+
80-84% = B
75-79% = C+
70-74% = C
65-69% = D+
60-64% = D
0-59% = F

ASSESSMENT DETAILS

DISCUSSION POSTS AND COMMENTS:

In this course, each student will be randomly allocated to a small discussion group forum. You can find your group by clicking on the "Group Assessments" link. Within these forums, students will be expected to post a short written reflexive/synthesis paper, as assigned each week. This is based on one of the discussion prompts provided throughout the weekly content. This discussion should be attached to the RamCT discussion forum as a MS Word Document that is no more than 1 page double-spaced. If referencing from the weekly readings and other sources, correct APA 6th style is expected. There will be a total of 4 discussion exercises (DE), with each (discussions and comments) worth 30 marks.

Each discussion exercise (DE) is made up of two sections: a post and two comments. Each post is to be posted on the discussion group thread by **Friday 5pm of each week**, as listed in the course schedule. Students will then be expected to review and comment on a minimum of two DE posts from other students within their discussion group each week. Students will have until the **Sunday 5pm of the same week** to post their comments. These comments can be posted directly to RamCT Blackboard or uploaded as a Microsoft Word document. A portion of the marks for these DE posts will depend on the quality of the writing, so be sure to proofread for errors in grammar and spelling prior to submission. Points will also be subtracted for late submissions.

NRRT655 Marking Rubric for Discussion Exercises

Levels of Achievement			
Criteria	**Exemplary**	**Proficient**	**Below Expectations**
Promptness and Initiative	**6 Points** Posts original contribution, responds to at least two peers postings, within the required timeframe.	**3 Points** A discussion is posted but the student does not meet the requirement of commenting on two peer postings.	**0 Points** No discussion is posted at all.
Mechanics of Writing	**6 Points** Submissions are grammatically correct, posts with rare misspellings, format is clear and logical/ professional delivery	**3 Points** Few errors in spelling and grammar, yet overall format is clear and logical.	**0 Points** Poor spelling and grammar in posts; the format of the discussion is difficult to follow and would be deemed as unprofessional by common business standards.
Relevance of Post	**6 Points**	**3 Points**	**0 Points**

	Post is highly related to assigned topics; cites at least one but preferably several credible references related to topic (text, website, or other credible / scholarly references); expresses opinions and ideas in a clear and concise manner with obvious connection to topic.	Discussion post is short in length and offers no further insight into the topic; opinions and ideas are stated clearly but occasionally there is a lack of connection to topic, and/or provides limited citations (from text, website, etc) for the community to reference.	Posts do not relate to the discussion; arguments made are not backed up by a reference; rehashes or summarizes other postings; unclear connection to topic; minimal expression of opinions or ideas.
Creating Community	**6 Points** Frequently attempts to motivate the group discussion; presents creative approaches to topic, can differ or counter peers points with diplomacy, if applicable. Refers to peer contributions. Creates community in the discussion.	**3 Points** Displays an effort to become involved with group; interacts with others and acknowledges posts of others.	**0 Points** Argumentative or abrasive. No peer interaction.
Critical Thinking/Analysis	**6 Points** Interprets topic in accurate and insightful ways. Uses information thoughtfully, in a ways that are factually relevant and accurate; postings shows analysis, might offer alternatives or creative viewpoints based on concrete evidence.	**3 Points** Accurately interprets topic; uses main points of information from resources/ references; may repeat the ideas of other but attempts to offer new insight; response does not provoke significant new thinking or further discussion.	**0 Points** Makes errors in interpreting topics; opinion-based comments only, with no support from the literature; superficial commentary.

ACTIVITY 1. MARKET RESEARCH SURVEY

For this activity, you are required to develop a market research survey that addresses a specific market research aim for the tourism business/organization, for which you are going to be developing a marketing plan. This survey should be written up in a Microsoft Word document or an equivalent word processing program.

Relevant areas that will need to be addressed:

- Clear explanation as to what the aim of this market research is – what does your tourism business/organization want to know, and why?

- The survey

- A 2 page double-spaced explanation on:

    o How your questions help to address your research aim

    o Why you chose a particular format(s) for your survey questions (e.g. multiple choice, open-ended, use of a Likert scale, etc.)

    o Your method of delivery for your market research survey and why

    o Other key considerations relevant to the design and development of your research survey (e.g. length, organization of questions, etc.)

It is recommended that you refer to some academic textbooks and literature regarding effective survey design. Referencing is not required, however, if you choose to reference relevant authors, use APA 6th style referencing. Remember to refer back to the 'Reference' link under the 'Start Here!' module if you need assistance. This online market research survey is due by Friday 5pm (MST) on November 6th and is worth 60 marks (15%) of your total grade.

NRRT655 Marking Rubric for Activity 1. Market Research Survey

Levels of Achievement			
Criteria	**Exemplary**	**Proficient**	**Below Expectations**
Ability to identify and synthesize content	**10 Points** The student has successfully synthesized relevant content so that all content is highly relevant to the topic area.	**5 Points** The student has somewhat synthesized relevant content. Content mostly relates to topic area.	**0 Points** Content does not relate to topic area.
Ability to be clear and concise	**10 Points** Content is clear and concise	**5 Points** Content provided is somewhat clear and/or concise.	**0 Points** Content provided is not clear and/or concise.

Ability to explain and justify inclusion and purpose of content	10 Points Detailed reasoning as to the inclusion and purpose of content was provided	5 Points Reasons for the inclusion and purpose of content was somewhat provided	0 Points No reasoning was provided as to the inclusion and purpose of content
Ability to draw linkages between content	10 Points Linkages are drawn between	5 Points Some explanation to answers is provided but lack detail and clarity.	0 Points No explanations to answers are provided.
Survey effectiveness	10 Points Market research survey measures what was intended.	5 Points Market research survey somewhat measures what was intended	0 Points Market research survey does not measure what was intended
Mechanics of writing	10 Points Submission is grammatically correct with rare misspellings. Use of language is appropriate for the recommended audience.	5 Points Few errors in spelling and grammar. Use of language is sometimes inappropriate for the recommended audience.	0 Points Poor spelling and grammar. Use of language inappropriate for the recommended audience.

ACTIVITY 2. TOURISM/ORGANIZATION BRAND DEVELOPMENT

For this activity, you need to develop a brand for your tourism business/organization. This brand needs to be clearly and concisely communicated in a paragraph or less. Accompanying the brand, the following information should be included:

- Brand statement
- Brand proposition
- Brand personality
- Key messages (no more than 5)
- Key experiences (no more than 5)

This brand development activity will be included as a part of your Part 2 marketing plan assignment and is worth 40 marks, or 10% of your grade. It should be no longer than 2 pages double-spaced. Remember, that all of your decisions regarding your brand should relate and fit with one another so that there is no confusion with the message being sent out to tourists.

NRRT655 Marking Rubric for Activity 2. Brand development

	Levels of Achievement		
Criteria	Exemplary	Proficient	Below Expectations
Ability to clearly communicate brand and brand components	**10 Points** The student has clearly and succinctly communicated the brand and brand components	**5 Points** The student has somewhat clearly and succinctly communicated the brand and brand components	**0 Points** The brand and brand components are not clearly and succinctly communicated.
Brand components are clearly linked to the brand	**10 Points** Clear links and synergy can be drawn between the brand and brand components	**5 Points** Some links and synergy can be drawn between the brand and brand components	**0 Points** No links and synergy can be drawn between the brand and brand components
Relevance to tourism business/organization	**10 Points** The brand and brand components are relevant to the tourism business/organization	**5 Points** The brand and brand components are somewhat relevant to the tourism business/organization	**0 Points** The brand and brand components are not relevant to the tourism business/organization
Mechanics of writing	**10 Points** Submission is grammatically correct with rare misspellings. Use of language is appropriate for the recommended audience.	**5 Points** Few errors in spelling and grammar. Use of language is sometimes inappropriate for the recommended audience.	**0 Points** Poor spelling and grammar. Use of language inappropriate for the recommended audience.

MARKETING PLAN:

This assignment involves the development of a marketing plan for a new tourism or hospitality business, a new non-profit business, a destination, or a natural resource. The focus of your plan can cover any area of tourism or hospitality and be located anywhere in the world. Students can also choose whatever size tourism or hospitality business they would like to develop a marketing plan for, keeping in mind that any differences in organizational size will affect the marketing strategy and recommendations. The aim of this assignment is to provide students with an opportunity for real-world application of the knowledge that they have learnt within this course.

This marketing plan can be undertaken as an individual assignment, or as a pair – the choice is yours. This report will be divided into two parts, with each part assessed separately, to

give students the opportunity to improve and develop their plan while receiving formal feedback throughout the process. The same tourism/hospitality business, destination, non-profit, or natural resource, must be used for your marketing plan for each of the two parts.

Part 1. (due Week 5, Friday 5pm)

Part 1 of your marketing plan involves six key areas:

1. Introduction to your tourism or hospitality business
2. Marketing goals and objectives
3. Outline of the tourism product(s) offered by your business/organization
4. Competitor analysis
5. Market research
6. Market segmentation strategy
7. Target market selection

The introduction of your business should provide a background to your business – what do you do, where are you located, and other relevant information. The marketing goals and objectives should be clearly stated. Remember, these need to be measurable, objective, and be time-specific. Your competitor analysis requires you to analyze your competition. In particular, you should be able to identify your competitive set. For the section on the tourism product, you need to outline and discuss the different elements of levels of tourism products on offer by your business/organization. The market research section should clearly outline what market research you plan to do and why. This should relate closely to the activity you undertook in Module 3. Remember to include your market research survey in your appendix for this report. Then, you need to discuss, your market segmentation strategy – what segmentation variables will you use to determine the most desirable target market(s). Finally, you need to discuss how you evaluated the different market segments that you identified, to choose your desired target market(s).

The format for Part 1 of your assignment should be as follows:

- Title page
- Table of Contents
- Introduction to the marketing plan
- Introduction to the tourism/hospitality business
- Marketing goals and objectives
- Competitor analysis
- Market research (include market research survey in your appendix)
- Tourism product
- Market segmentation strategy

- Target market identification
- Reference list
- Appendix

The introduction to your marketing plan should not be longer than one paragraph. The introduction provides a brief overview of the sections included in this report. This is different to the introduction to your business/resource/destination/organization. Part 1 of your market plan should be no longer than 10 pages, double spaced (not including the appendix). Referencing from credible and relevant sources is also required to support your claims and justifications. Writing should be of a professional, business nature, with the desired audience being senior level management and investors. This report requires academic references and should be double-spaced. Remember to use APA 6th style referencing. If you are unfamiliar with how to reference, please refer back to the 'Referencing' page under the Orientation (Start here!) module. It is worth 90 marks.

Marketing Plan: Part 1. Marking Rubric

Levels of Achievement

Criteria	Below Expectations (0 points)	Proficient (5 points)	Exemplary (10 points)
Ability to identify and synthesize relevant content	Content provided does not relate to the relevant topic areas.	Content provided mostly relates to the relevant topic area, but it is not used in the appropriate sections.	All provided content is highly related to the relevant topic area and used in the appropriate sections.
Ability to be clear, concise, and coherent	Content provided is not clear and/or concise. There is a lack of coherence between the topics.	Content provided is somewhat clear and/or concise. There is some coherence between the topics	Content provided is clear and concise and links are used to draw links between relevant topics
Ability to apply and explain relevance of content	Limited ability by student to relate relevant information to their chosen business.	The student is mostly able to relate relevant information to their chosen business.	The student is able to relate relevant information to their chosen business.
Justification of marketing decisions	The rationale behind decisions made is not clear and/or insufficient.	The rationale behind decisions is sometimes made clear.	The rationale behind decisions is consistently clear.
Inclusion of content	There are missing sections in the marketing plan.	The required sections of the marketing plan are included. Quality of content is questionable.	All sections of the marketing plan are included and of high quality.

Organization of marketing plan	Lack of titles and subtitles. Format is illogical and difficult to read.	Some titles and subtitles are used. Overall format is relatively clear and logical. Consistency is mostly maintained throughout the marketing plan.	Titles and subtitles are clear and concise and used where appropriate. Content is ordered in a logical manner.
Presentation of marketing plan	The plan is deemed as unprofessional by common business standards.	Presentation of the plan is mostly professional. There are some inconsistencies in formatting.	Format is clear and logical. Good use of headings and formatting, and the marketing plan is professional in its delivery.
Referencing	References are not used to support arguments. Lack of acknowledgement of sources in-text and in the reference list; Mostly incorrect acknowledgement of sources in-text and in the reference list.	References are somewhat used to support arguments. Partially incorrect acknowledgement of sources in-text and in the reference list.	References are used appropriately to support arguments. Correct acknowledgement of sources in-text and in the reference list, with few errors.
Mechanics of writing	Poor spelling and grammar in posts. Use of language inappropriate for the recommended audience.	Few errors in spelling and grammar. Use of language is sometimes inappropriate for the recommended audience.	Submissions are grammatically correct with rare misspellings. Use of language is appropriate for the recommended audience.

Part 2. (due Week 8, Friday 5pm)

Part 2 is a continuation of your marketing plan and must include the following:

- Part 1. (insert Executive Summary)
- Market positioning (what is your current position and any positioning strategies)
- Branding strategies
- Pricing strategies
- Distribution strategies
- Promotion strategies
- Resources required

- Conclusion and recommendations
- Reference List
- Appendix

This plan must read as one whole plan – not two parts joined together. As such, remember to update your Table of Contents and be consistent in formatting throughout the plan. You only need one reference list and appendix for the entire marketing plan (not a separate one for each section). Your Executive Summary goes after the Title Page and goes before the Table of Contents. It should summarize all of the main points of the plan, including recommendations. It should be no longer than one page double-spaced.

The section on market positioning should identify what market positioning strategy(ies) your tourism business/organization is undertaking and why. The branding section can be taken from your Activity 2. Make sure that it links to the other sections and is consistent in formatting. In the pricing section, long and short-term pricing strategies should be outlined and a pricing schedule, if relevant, for your tourism offerings can be included. The distribution section should identify the different distribution channels your tourism business/organization will be using and explain/justify why. The same goes with promotion – what platforms and channels will you be using and why? What type of content will you be generating for each platform and why? Provide examples of some of the social media communication/campaigns that you propose. How will all of your promotional efforts be integrated with the overall marketing communications? The resources section requires you to highlight the resources you believe you will need in order to achieve your marketing goals and objectives. Be specific and realistic with your numbers and figures, whether related to funds, labor hours, etc. Finally, your conclusion should concisely summarize what has been covered in this plan, and recommendations provided for next year's marketing efforts. This total report should be no longer than 20 pages double-spaced.

Writing should be of a professional, business nature, with the desired audience being senior level management and investors. This report requires academic references and should be double-spaced. Use APA 6th referencing when citing relevant sources and remember to include a reference list at the end of each part. To understand how the marking is undertaken for each part of the marketing plan, please refer to the marking rubric. This report is worth 90 marks.

Marketing Plan: Part 2. Marking Rubric

Levels of Achievement			
Criteria	**Below Expectations (0 points)**	**Proficient (5 points)**	**Exemplary (10 points)**
Ability to identify and synthesize relevant content	Content provided does not relate to the relevant topic areas.	Content provided mostly relates to the relevant topic area, but it is not used in the appropriate sections.	All provided content is highly related to the relevant topic area and used in the appropriate sections.

Ability to be clear, concise, and coherent	Content provided is not clear and/or concise. There is a lack of coherence between the topics.	Content provided is somewhat clear and/or concise. There is some coherence between the topics	Content provided is clear and concise and links are used to draw links between relevant topics
Ability to apply and explain relevance of content	Limited ability by student to relate relevant information to their chosen business.	The student is mostly able to relate relevant information to their chosen business.	The student is able to relate relevant information to their chosen business.
Justification of marketing decisions	The rationale behind decisions made is not clear and/or insufficient.	The rationale behind decisions is sometimes made clear.	The rationale behind decisions is consistently clear.
Inclusion of content	There are missing sections in the marketing plan.	The required sections of the marketing plan are included. Quality of content is questionable.	All sections of the marketing plan are included and of high quality.
Organization of marketing plan	Lack of titles and subtitles. Format is illogical and difficult to read.	Some titles and subtitles are used. Overall format is relatively clear and logical. Consistency is mostly maintained throughout the marketing plan.	Titles and subtitles are clear and concise and used where appropriate. Content is ordered in a logical manner.
Presentation of marketing plan	The plan is deemed as unprofessional by common business standards.	Presentation of the plan is mostly professional. There are some inconsistencies in formatting.	Format is clear and logical. Good use of headings and formatting, and the marketing plan is professional in its delivery.
Referencing	References are not used to support arguments. Lack of acknowledgement of sources in-text and in the reference list; Mostly incorrect acknowledgement of sources in-text and in the reference list.	References are somewhat used to support arguments. Partially incorrect acknowledgement of sources in-text and in the reference list.	References are used appropriately to support arguments. Correct acknowledgement of sources in-text and in the reference list, with few errors.
Mechanics of writing	Poor spelling and grammar in posts. Use of language inappropriate for the recommended audience.	Few errors in spelling and grammar. Use of language is sometimes inappropriate for the recommended audience.	Submissions are grammatically correct with rare misspellings. Use of language is appropriate for the recommended audience.

ACADEMIC INTEGRITY POLICY

This course will adhere to the CSU Academic Integrity Policy as found in the General Catalog, the Graduate and Professional Bulletin, and the Student Conduct Code. Academic integrity is conceptualized as doing and taking credit for one's own work. Violations of the university's academic integrity standards include, but are not limited to:

- Cheating—includes using unauthorized sources of information and providing or receiving unauthorized assistance on any form of academic work or engaging in any behavior specifically prohibited by the faculty member.

- Plagiarism—includes the copying of language, structure, ideas, or thoughts of another, and representing them as one's own without proper acknowledgment.

- Unauthorized Possession or Disposition of Academic Materials—includes the unauthorized selling or purchasing of examinations or other academic work; stealing another student's work; unauthorized entry to or use of material in a computer file; and using information from or possessing exams that an instructor did not authorize for release to students.

- Falsification—includes any untruth, either verbal or written, in one's academic work.

- Facilitation—includes knowingly assisting another to commit an act of academic misconduct.

At a minimum, violations will result in a grading penalty in this course and a report to the Office of Conflict Resolution and Student Conduct Services.

CSU HONOR PLEDGE

Academic integrity lies at the core of our common goal: to create an intellectually honest and rigorous community. Because academic integrity, and the personal and social integrity of which academic integrity is an integral part, is so central to our mission as students, teachers, scholars, and citizens, I will ask that you affirm the CSU Honor Pledge as part of completing your work in this course. *While you will not be required to affirm the honor pledge*, you will be asked to affirm the following statement at the start of your exams:

"I have not given, received, or used any unauthorized assistance."

Further information about Academic Integrity is available at CSU's **Practicing Academic Integrity**.

ACCOMMODATION OF NEEDS

If you are a student who will need accommodations in this class, please contact me to discuss your individual needs. Any accommodation must be discussed in a timely manner prior to implementation. A verifying memo from Resources for Disabled Students may be required before any accommodation is provided.

SYSTEM, MULTIMEDIA, AND SOFTWARE REQUIREMENTS

For this course, it is recommended that you use Google Chrome as your web browser. This will ensure that the weekly content and pdf links function as designed. If you do not have Google Chrome, you will still be able to access the content for this course, however, you may have to download it as a pdf file. Furthermore, web links may need to be copied into your web browser as they may not be automatically linked.

Having trouble with the multimedia in this course? See the solutions below. Also, it is highly recommended that you access your course via a **high-speed Internet connection**.

- Problems with opening PDFs?
  - Download Adobe Reader.

- RamCT Blackboard acting funny?
  - Download the correct version of Java for RamCT Blackboard.

- YouTube videos not playing?
  - Download Flash Player.

- Videos not opening or playing on your Mac?
  - Download Windows Media Components for QuickTime.

- Can't open content created with Microsoft Office Products? Download the following viewers:
  - Word Viewer
  - PowerPoint Viewer
  - Excel Viewer
  - Microsoft Office Compatibility Pack for Word, Excel, and PowerPoint File Formats

- Still having issues:
  - Call the **CSU Help Desk at 970-491-7276** or Email Help Desk Support

You must have speakers installed and working properly on your computer before beginning the course.

You may need access to Microsoft Word, PowerPoint, and/or Excel to complete assignments. If you do not have access to the Microsoft Office applications, you may use one of the following free resources that allow you to save your files with Microsoft Office file extensions (.doc, .docs, .ppt, .xls.):

- Google Apps for CSU—a free, outsourced communications suite endorsed by The University Technology Fee Advisory Board (UTFAB)
- Open Office—an open source productivity suite

LIBRARY AND RESEARCH ASSISTANCE

The CSU Libraries Help Desk provides research and technical assistance either in person at Morgan Library or by phone at 970-491-1841. Jocelyn Boice is the librarian supporting this course. Contact her by email at jocelyn.boice@colostate.edu or by phone at 970-491-3882 to ask questions or set up an appointment for in-depth research help.

SUGGESTED STUDY METHODS

Online education requires skills and habits that may be less essential in traditional courses. In order to be successful in your online course you will need:

- **Space**—Establish a comfortable and well-organized physical workplace.
- **Time management skills**—Set personal study and "classroom" time as you would do for a traditional course.
- **Organization skills**—Print out all class material (modules, PowerPoints, assignments, additional resources, and any work you generate) and keep everything in a single location. Maintain electronic backups of all class materials.
- **Communication skills**—Demonstrate a willingness to interact with your instructor and classmates through email, phone calls, discussion boards, and active participation in all class activities.
- **Initiative**—Seek help from your instructor and classmates, ask questions as they arise.
- **Discipline**—Pace yourself, complete all activities and assignments before the due date, follow through on all class requirements to completion.

The more closely you adhere to the recommendations above the greater your chances of having a successful semester and a rewarding online experience.