

**St. Petersburg College**  
**College of Business**  
**MAR 4841-4061 Services Marketing (3 credit hrs) - Course Syllabus**  
**Fall 2016**

- Instructor:** Charles J. DiMarco, MBA
- Office Location:** UP 337
- Phone:** 727-394-6003
- Email:** All email correspondence pertaining to this course **MUST** go through MyCourses. If you have questions on how to send emails within MyCourses please see the associated tutorials or contact the SPC Technical Support at (727) 341-4357.
- Office Hours:** By Appt.
- Class Days/Time:** Aug 15 – Oct 6
- Classroom:** Online
- Prerequisite:** Prerequisite: MAR3802 and admission to the Bachelor of Science in Business Administration program "Marketing" sub-plan.

**About your Faculty:**

Mr. DiMarco has spent the last 20 years immersed in Marketing and Branding disciplines. Specifically, he has served as the Vice President of Marketing and Operations for a global fitness education organization, the Director of Strategic Marketing for a national fitness chain as well as the Marketing Manager for a global optical organization. His experiences include roles in branding, strategic marketing, social media marketing, sales, product management, financial management, entrepreneurial start-ups, and global operations.

Mr. DiMarco has had the opportunity to travel to Italy, Ireland, and the Philippines to help address the needs and strategic direction of the organizations for which he has worked.

He has an MBA and an undergraduate degree in Marketing from the University of South Florida. His philosophy towards teaching, and his goal for each semester, is to communicate and facilitate the key knowledge elements and practical applications so the students succeed in the classroom and in life.

**Course Description:**

Welcome to Services Marketing! It is a privilege to be your instructor this semester and I am looking forward to our journey together. You will truly enjoy this course. Over the years, the marketplace has transitioned from a manufacturing-based economy (early-to-mid 1900's) to a

service-based economy. At present, approximately 80% of domestic GDP, and a commanding 64% of global GDP are in fact derived from service-based market offerings; not tangible goods. Services require a unique approach to their design, development, pricing, promotion, and marketing management approach, including an "extended" 7-P's marketing mix including the addition of People, Processes, and Physical Environment. 47-contact hours - 3 credit hrs.

### **Major Learning Outcomes:**

1. Examine the new marketing perspective dedicated to that of the service economy and be able to identify and differentiate approaches that are appropriate for service-based marketing.
2. Identify, evaluate, and respond to changes in consumer behavior in a service-based context.
3. Examine how to properly position services in a competitive market.
4. Examine the unique dynamics associated with the distribution of services through physical and electronic channels.
5. Think critically with respect to the pricing decisions and implications associated with service-based market offerings.
6. Incorporate a service-based marketing approach to ensure the long-term success of a market offering.

### **Required Textbook & Other Resource Information:**

Services Marketing: People, Technology & Strategy 7e

Author: Christopher Lovelock and Jochen Wirtz

ISBN: 9780134123905

Recommended Text: APA Publication Manual 6<sup>th</sup> Edition. ISBN 978-1-4338-0561-5

Alternatively, use url <https://owl.english.purdue.edu/owl/section/2/10/>

Students in this course are required to obtain a copy of the required book(s). Successful completion of this course is dependent on course materials and access to a computer and the internet. The necessary technology is available at St. Petersburg College campuses for students that do not have access at home or at work.

**IMPORTANT NOTE:** Textbook and technical difficulties are not valid excuses for extensions or missed assignments. Ensuring access to these items for the duration of the course is the responsibility of the student.

### **Students Should Anticipate That Your Instructor Will:**

- Respond to all email within 24 hours - Monday through Friday.
- Notify you in advance if I will be out of contact for more than two days.
- Have your assignments and exams graded within one week of submission.
- Keep your grades up to date in MyCourses.
- Calculate and enter your grade for this course before the submission deadline so you can view your final grade via your MySPC area the next day.

## What You Will Do In This Course:

Tentative Schedule – Please check MyCourses to review all lessons and expectations. The schedule below is intended to serve as a guideline and is subject to change. Students are required to check MyCourses to stay current with all assignments.

Assignments are due by 11:55pm ET on Sunday evenings UNLESS OTHERWISE NOTED by the instructor. **Initial posts are due by Thursday night (11:55pm ET) and classmate response postings by Sunday night along with the rest of the Module (11:55pm ET).**

SPC servers monitor official time. Please do your best to not wait until the last minute to submit assignments!

<b><u>Wk</u></b>	<b><u>Topics, Readings, Points:</u></b> Initial posts are due on the Thursday before the Module is due. The follow-up responses to a classmates post are due on Sunday along with the rest of the Module. See Discussion Post Criteria below.	<b><u>Due Date</u></b>
1	<p><b>Learn:</b> Understanding Service Products, Consumers &amp; Marketing Text Readings: Ch. 1, 2 &amp; 3</p> <hr/> <p><b>Due:</b> <b>Discussion Board (1 initial, 1 follow-up) (10 points)</b> Work on Assignment 1: Part 1 (nothing to submit for Week 1, this is research for the Week 2 deliverable) Start Final Project (nothing to submit for Week 1, work on your final project)</p>	08/21 Initial post is due on or before 08/18
2	<p><b>Learn:</b> Developing and Distributing Service Products Text Readings: Ch. 4 &amp; 5</p> <hr/> <p><b>Due:</b> <b>Discussion Board (1 initial, 1 follow-up) (10 points)</b> <b>Submit Assignment 1: Part 2 (40 points)</b> Website Reviews (nothing to submit) Work on Final Project (nothing to submit for Week 2, work on your final project)</p>	08/28 Initial post is due on or before 08/25
3	<p><b>Learn:</b> Pricing and Promoting Service Products Text Readings: Ch. 6 &amp; 7</p> <hr/> <p><b>Due:</b> <b>Discussion Board (1 initial, 1 follow-up) (10 points)</b> Work on Final Project (nothing to submit for Week 3, work on your final project) Start writing and thinking about your Reflection Paper due Week 8</p>	09/04 Initial post is due on or before 09/01
4	<p><b>Learn:</b> Designing &amp; Managing Service Processes, and Balancing Demand &amp; Capacity Text Readings: Ch. 8 &amp; 9</p> <hr/> <p><b>Due:</b> <b>Discussion Board (1 initial, 1 follow-up) (10 points)</b> <b>Mid-Term Test (Ch. 1-9) (100 points)</b> Submit Final Project Progress Update (this is not a graded deliverable, but must be submitted as an update as to your progress)</p>	09/11 Initial post is due on or before 09/08

<b>Wk</b>	<b>Topics, Readings, Points:</b> Initial posts are due on the Thursday before the Module is due. The follow-up responses to a classmates post are due on Sunday along with the rest of the Module. See Discussion Post Criteria below.	<b>Due Date</b>
5	<p><b>Learn:</b> Crafting the Service Environment, and Managing People for Service Advantage Text Readings: 10 &amp; 11</p> <hr/> <p><b>Due:</b> <b>Discussion Board (1 initial, 1 follow-up) (10 points)</b> Assignment 2: Part 1 (nothing to submit for Week 5, this is research for the Week 6 deliverable) Work on Final Project (nothing to submit for Week 5, work on your final project)</p>	09/18 Initial post is due on or before 09/15
6	<p><b>Learn:</b> Managing Relationships &amp; Building Loyalty Text Readings: Ch. 12</p> <hr/> <p><b>Due:</b> <b>Discussion Board (1 initial, 1 follow-up) (10 points)</b> <b>Submit Assignment 2: Part 2 (40 points)</b> Work on Final Project (nothing to submit for Week 6, work on your final project)</p>	09/25 Initial post is due on or before 09/22
7	<p><b>Learn:</b> Complaint Handling, Recovery &amp; Service Quality Improvements Text Readings: Ch. 13 &amp; 14</p> <hr/> <p><b>Due:</b> <b>Discussion Board (1 initial, 1 follow-up) (10 points)</b> <b>Submit Final Project (100 points)</b></p>	10/02 Initial post is due on or before 09/29
8	<p><b>Learn:</b> Service Leadership &amp; The Service Profit Chain Text Readings: Ch. 15</p> <hr/> <p><b>Due:</b> <b>Submit Reflection Paper by Tuesday (30 points)</b> <b>Complete FINAL EXAM Chapter Questions by Tuesday (100 points)</b></p>	10/04 Due Tuesday

**Grading Policy:** Please note specific deliverables and points assigned for each activity:

**Grades are based on the following (500 total points available):**

This course is based on a total of 500 points and is designed with several gradable components (below). Please note students are required to complete all non-gradable components in the course as well as they will affect the class participation grade.

- Weekly Discussion Postings (70-points): 10 points/Weekly Post with points segmented as follows: 8 points for your initial and complete submission and 2 points for detailed response to a classmate
- Assignment 1 (40-points)
- Assignment 2 (40-points)
- Midterm: Chapters 1- 7 (100-points)
- Final Exam Chapter Questions: (100-points)
- Final Project (100-points)
- Reflection Paper (30-points)
- Class Participation (20-points)

**Grade Valuation:**

90% - 100% A (450-500)

80% - 89% B (400-449)

70% - 79% C (350-399)

60% - 69% D (300-349)

59% and below F (<300)

The Midterm is due Week 4 by 11:55PM, and **the Final Exam Questions are due by Tuesday in Week 8 by 11:55PM.** Each week starts on Monday and ends on 11:55PM Sunday except Week 8, which ends on Tuesday.

**Discussion Post Criteria:**

Initial posts are due on the Thursday before the Module is due. The follow-up responses to a classmates post are due on Sunday along with the rest of the Module.

Please keep in mind that the Discussion Question posts should be substantive and fully answer the question. Key points and guidelines in writing (and my grading) the posts and responses are as follows:

- a. Discussion posts must be relevant to the specific question being discussed. Pay particular attention to the directions and what is being asked and required. These forums serve as the point of engagement, collaboration, and student-to-student learning. Although personal experiences, opinion, and commentary are part of the requirement, it is expected that students will need to conduct some caliber of research to incorporate into their forum, as opposed to simply 100% personal opinion. Given this, students should look at the weekly forum discussion topic, then conduct a search and scan for credible external research references, then post on the forum. In order to receive full credit, students must have one "original" posting and at least one "follow-up" posting (replies) to the forum in response to what others have posted. In addition, students must have the original (first post) posting completed by Thursday, so students will have the weekend to complete the remaining follow-up postings (replies). There will be an 80-20 split of points between original posts and your reply. You will not get any points if you do not include an external reference in your initial posts.
- b. The initial posts need to demonstrate an understanding of the discussion topic with reference to your textbook, assigned readings, and additional material. Your submissions should be detailed and significant in length to fully respond to the post.
- c. The initial posts and responses need to be objective, thoughtful, and responses to your classmates' posts need to engage with the topic and provide proper analysis. It is always encouraging to say "good job" and "I agree" in your response, however, that does not provide true analysis and feedback for a grade regarding a response. Please analyze appropriately and provide qualitative feedback in your responses.
- d. As with all Assignments, Posts, and Submissions please ensure you review and check for proper grammar, spelling, punctuation, and sentence structure. These elements are critical in your communications and you want to ensure these items do not take away from your analysis and submission. Please review before submitting and posting.

**Attendance and active class participation:** Discussion Postings are used as a metric for attendance. Please note that all two (2) postings (your initial and reply) must be submitted in order to receive full credit, attendance, or class participation. You will be withdrawn from the class if you are marked absent in the first two weeks of classes. You may be withdrawn from the classes at 60% mark if you do not actively participate in the class. Actively participate in the class by completing all the assignments on time, completing all deliverables in totality, and responding timely to any communication from me.

### **Assignment Overview**

All assignments will be submitted to the appropriate drop box in Microsoft Word format unless otherwise noted. All assignments should follow APA format with the exception of the Reflection paper and the weekly discussion forum. The midterm is single-view without the option to backtrack.

### **Assignment 1**

[3-4 Pages] [40-points] [MS Word], APA format, minimum five references

This is a 2-part assignment, and the principal goal of Assignment 1 is to provide "Perspectives on Services Marketing: Economic Relevance, Differentiation & Uniqueness." The primary intent behind this is so students can identify, research, examine and illustrate the world of services marketing from three key perspectives: (1) The role services play in the broader economy and the ramifications of this; (2) The aspects and characteristics that differentiate marketing services from that of products; and (3) The unique problems and challenges that services pose to both companies and consumers alike. To some degree, this should be viewed as an unstructured assignment with the exception of the above topics. In regard to general guidance, this can be potentially frustrating for the student seeking a "how to", but can be equally rewarding as the student will direct the research efforts. Self-direction is a key part of academic studies in general, thus this becomes an opportunity for application.

**PART 1: Research** - Students are expected to conduct an extensive search in the field of Services Marketing, and investigate the expanding role of services over the years, and how the discipline has evolved. This is intended to be a broad sweep of the topics above and one that encompasses "Services Marketing" in general. This is NOT simply a "Google" research assignment, and should include an investigation of external research sources in addition to the text and readings in this course. Students will need to dedicate time to visit the library and the online community to ensure completeness in their research. There is no deliverable for Part 1.

**PART 2: Document** - Students will transition out of the research phase and actually start drafting the document. The document format will be determined by the student (as that is part of the assignment), however, should address the aforementioned issues, and be thought of as a research debrief on the "Perspectives on Services Marketing: Economic Relevance, Differentiation & Uniqueness."

Submit Assignment 1: part 2 to the drop box as a Microsoft Word document attachment labeled "lastname.firstinitial.a1"

## **Assignment 2**

[3-4 Pages] [40-points] [MS Word], APA format, minimum five references

This is a 2-part assignment, and the principal goal of Assignment 2 is to explore the "Future Role of Services: Recent Trends, Emerging Issues & Future Outlook." The primary intent behind this is so students can identify, research, examine and illustrate the world of services marketing from the current trajectory; where it is headed; current and future trends; emerging issues, and the outlook of where services marketing may be headed in the future. Again, this should be viewed as an unstructured assignment.

PART 1: Research - Students are expected to conduct an extensive search on the Recent Trends in Services Marketing; Emerging Issues; and the Future Outlook of how the discipline may evolve moving forward. Again, due to the fact that there are multiple aspects and opinions, this is intended to be a broad sweep of the topic, and will include an investigation of external research sources in addition to the text and readings in this course. Students will need to dedicate time to visit the library, the online community and even review some of the "practitioner-focused" books at Barnes & Noble to ensure completeness in their research. There is no deliverable for Part 1.

PART 2: Document - Students will transition out of the research phase and actually start drafting the document. The document format will be determined by the student (as that is part of the assignment), however, should address the aforementioned issues, and be thought of as a research debrief on the "Future Role of Services: Recent Trends, Emerging Issues & Future Outlook."

Submit Assignment 2: part 2 to the drop box as a Microsoft Word document attachment labeled "lastname.firstinitial.a2"

## **Final Project**

The Service Encounter [3-parts] [100-points] [Word], APA format

Students will have a Final Project due the Sunday of Week 7 - Students MUST start this project in Week 1. The Final Project Progress Update is due by Sunday of Week 4. Please note this is not a team project, and students are expected to allocate a few hours EACH week to this project.

The objective of this project is for students to understand and evaluate service encounters from the most important perspective of them all: that of the customer. Specifically, students will record personal service encounters and identify service-related aspects that add value, and ultimately make recommendations to enhance one of the experiences.

Students will need to submit three deliverables for this final project:

**(1) Final Project Progress Update: Submit a project progress update in Week 4** as a Microsoft Word document attachment labeled "lastname.firstinitial.update". Include the following in the project update:

- How many service encounter entries have you documented in the journal so far?
- Attach three journal entries- preferably the best, the worst, and a neutral service encounter.

**(2) The Journal (3 entries/week through Week 6 - 18 entries total):** Students will keep a weekly journal to record the service encounters they experienced. This includes everything from a visit to a Doctor to an oil change, and a car wash to pizza delivery - even your experiences on an airline and with your cell provider are a service! Journal entries will be logged in a Microsoft Word document labeled "lastname.first initial.journal". I recommend recording the journal entries daily as it is easier to remember them and far more accurate, although weekly is fine as long as you **enter a minimum of 3 encounters/week through Week 6 (18 total).**

Specifically, use the following template as the outline for your journal entries (all 18 entries must address each of the questions and items listed below):

**Journal Entry Template:**

- Date and time of the encounter:
- Name and place of the service provider:
- When and Why did the service encounter take place?
- Was it proactive or reactive?
- What were the specific circumstances that led to this encounter?
- Through what mechanism did the encounter take place (i.e in person, internet, e-mail, phone, self-service technology)?
- What happened? Please be detailed.
- How did you feel? Why? What was your level of service expected? Level Received?
- How could the encounter have been avoided or enhanced to a more optimum outcome?
- How likely will you be to return? Why?

Record a large variety of service encounters from multiple industries, and be sure to include both good and bad experiences alike, as this will come in handy for the final paper. Include minimal service encounter entries without any physical contact such as self-service, online, email, and phone.

**(3) Service Encounter Paper (three parts; maximum ten pages excluding title and references):**

Students will utilize the journal entries as the foundation for the final paper. Students will use the GAPS model (p.388/389) as guidance for drafting the final Service Encounter Paper, and each part should be addressed in detail. The "Service Encounter Paper" will be a Microsoft Word document labeled "lastname.firstinitial.se".

- **The first part of the paper will identify the WORST service encounter of all that was recorded.** Based on the class discussions, readings, and course material, diagnose the perceived problem and the root cause. Be sure to include a list of recommended actions that management could take to mitigate or eliminate this problem for future customers, be it policy, process or anything else that you identify when using the GAPS model.
- **The second part of the paper will identify the BEST service encounter of all that was recorded.** Based on the class discussions, readings, and course material, illustrate how the firm exceeded expectations. Be sure to include a list of items that were key to providing excellent service and what makes the organization successful in your opinion.

- **The third part of the paper will include an overview of the lessons learned from this project from two distinct perspectives:** i) that of the customer (what did you learn about yourself as a customer and what did you observe about other customers?), and ii) that of management (what did you learn that would help you be a better manager?).

**Submit the final project to the drop box as two separate Microsoft Word document attachments (The Journal and The Service Encounter) labeled: "lastname.firstinitial.journal" AND "lastname.firstinitial.se"**

### **Reflection Paper**

[3-Pages] [30-points] [Word]

What have I learned about Services Marketing? Students will provide a "synthesis" of what was researched, experienced, and learned this term, inclusive of the most significant elements, research, emerging trends, and characteristics of Services Marketing. There is no template, as each student will reflect on his/her own personal efforts, experiences, and observations. Start writing the paper beginning Week 3.

Submit Reflection Paper to the drop box after submitting the final project by Tuesday in Week 8, as a Microsoft Word document attachment labeled "lastname.firstinitial.rp".

### **Late Submissions & Extensions for Assignments & Tests:**

In general late submissions are not permitted. If you have extenuating circumstances that prevent you from meeting a deadline, completing a project, taking a test, or participating in the class, please contact the instructor to make alternative arrangements. The granting of alternative arrangements is at the discretion of the instructor. Textbook and technical difficulties are not valid excuses for extensions or missed assignments.

Active communication is the key to overcoming any hurdles you may encounter during the term. A penalty may or may not be assigned, at the discretion of the faculty member for any late submissions. All requests for extensions must be made in writing (via email) and supporting documentation may be required for extensions to be granted.

### **Exams:**

There will be tests during this semester – they will be administered online through the course. Details and reminders pertaining to the exam will be posted prior to exam weeks. Although students will have the entire exam week to complete the exam it will be a timed exam and there will only be one opportunity to access and complete the exam. Students should only attempt the exam when they have read the material and adequately prepared for the test. Exams are an individual activity and should be completed without the aid of the internet, textbook or other resource materials.

### **Attendance:**

It is important that students log into their course during the first two weeks of class AND actively participate to ensure they do not get dropped from the class. If you are registered for a blended or F2F section of this course you must attend the class sessions on campus during weeks 1 & 2 to ensure you do not get dropped from the course.

Merely logging into your course during the first two weeks does NOT constitute participation. **ACTIVE PARTICIPATION FOR THIS COURSE WILL BE MEASURED BY SUBMITTING YOUR WEEKLY ASSIGNMENTS BY SUNDAY NIGHT.** Instructors will verify that students are in attendance at least once each week during the first two weeks of class. Students classified as “No Show” for both of the first two weeks will be administratively withdrawn.

Immediately following the 60% point of the term, instructors will verify which students are actively participating in class. Students classified as not meeting the criteria for active class participation will be administratively withdrawn with a “WF”. Students will be able to withdraw themselves at any time during the term. However, requests submitted after the 60% deadline will result in a “WF”.

If some event interferes with submitting your course work, notify your instructor before assignments are due. Late assignments will not be accepted if you fail to notify and confirm arrangements with your instructor. Students who register after the session has begun will be responsible for any assignments or material already covered.

The college wide attendance policy is included in the syllabus addendum.

<http://www.spcollege.edu/webcentral/policies.htm>.

History has shown a correlation between excessive absences and low grades. **Any student absent for over 2 classes for any reason is subject to withdrawal from the course.** You are expected to be in class on time and to participate during each class meeting. Leaving before the end of class, break time, etc., constitutes a full class absence.

### **Technical Support:**

If you experience technical issues with your computer or MyCourses contact the Help Desk. Professors are generally unable to assist with issues of a technical nature. Do not contact the help desk for questions concerning assignments or to request a drop box be opened to submit an assignment.

SPC Technical Help Desk

(727) 341-4357 (HELP)

[onlinehelp@spcollege.edu](mailto:onlinehelp@spcollege.edu)

### **Online Communications Guidelines: Netiquette**

Interactions in an online classroom are in written form. Your comfort level with expressing ideas and feelings in writing will add to your success in an online course. The ability to write is necessary, but you also need to understand what is considered appropriate when communicating online. The word "netiquette" is short for "internet etiquette." Rules of netiquette have grown organically with the growth of the internet to help users act responsibly when they access or transmit information online. As a student, business person or potential entrepreneur you should be aware of the common rules of netiquette for the Web and employ a communication style that follows these guidelines. Of course you can find a great deal of information on this topic on-line. Rules of Thumb:

- Be considerate. Rude or threatening language, inflammatory assertions (often referred to as "flaming"), personal attacks, and other inappropriate communication will not be tolerated.
- Never post a message that is in all capital letters -- it comes across to the reader as SHOUTING!
- Use boldface and italics sparingly, as they can denote sarcasm.
- Keep messages short and to the point.
- Always practice proper spelling, good grammar, punctuation, and composition in all course emails. It is reflection of your attentiveness, communication skills, and work ethic.
- Do not write in "text code" when emailing your professor.
- Keep in mind that threaded discussions are meant to be constructive exchanges.
- Remember that your emails are all saved throughout the duration of the course and archived with SPC at the conclusion of the term.
- Be respectful and treat everyone as you would want to be treated yourself.
- If you receive an upsetting email or post "cool off" before you respond.
- Spell check!

### **Academic Honesty:**

#### Cheating on Examinations and Assignments

Academic misconduct consists of cheating of any kind with respect to examinations and assignments as well as the unauthorized possession and/or use of exams, papers, and materials. Cheating includes unauthorized use of "crib" notes, "cheat sheets", cell-phones, PDA's, iPods, and collusion with other students. Additionally the use of test banks, answer keys, stolen exams and instructor's manuals are expressly forbidden from usage by students at any time during this course.

- **Plagiarism:** as defined by the Little, Brown Essential Handbook for Writers, 4th edition, is the presentation of someone else's ideas or words as your own. Whether deliberate or accidental, plagiarism is a serious and often punishable offense (Aaron, 2001).
- **Deliberate plagiarism:** is copying a sentence from a source and passing it off as your own and, summarizing someone else's ideas without acknowledging your debt (ex. buying a term paper and handing it in as your own) (Aaron, 2001).
- **Accidental plagiarism:** is forgetting to place quotation marks around another author's or writer's words, omitting a source citation because you're not aware of the need for it, or carelessly copying a source when you mean to paraphrase (Aaron, 2001).

### **Guidelines:**

"Give credit where credit is due. Inevitably, you will use other people's discoveries and concepts, building on them creatively. But do not compromise your honor by failing to acknowledge clearly where your work ends and that of someone else begins." (USNA, 2004)

Papers will be routinely and randomly submitted to [www.turnitin.com](http://www.turnitin.com) for review. In the absence of guidance from the instructor, reference the APA Style Manual.

**Discipline for Academic Misconduct:**

The instructor has the authority to determine whether plagiarism or cheating has occurred. Appropriate action will be taken by the instructor and SPC depending upon the nature of the infraction. Review the information in the link provided to ensure a clear understanding of the SPC policies and rules for academic honesty.

<http://www.spcollege.edu/academichonesty/>

**SYLLABUS ADDENDUM:**

ADDENDUM LINK: <http://www.spcollege.edu/addendum/index.php>

ACADEMIC HONESTY <http://www.spcollege.edu/academichonesty/>

CAMPUS SAFETY AND SECURITY <http://www.spcollege.edu/safety/>

SEXUAL PREDATOR INFORMATION <http://offender.fdle.state.fl.us/offender/homepage.do>

SPECIAL ACCOMMODATIONS [http://www.spcollege.edu/central/hr/accommodations\\_manual.htm](http://www.spcollege.edu/central/hr/accommodations_manual.htm)

LIBRARY SERVICES <http://spcollege.edu/libraries/>

In the event that topics listed in this addendum also appear in your syllabus, please note that you should rely on the addendum information as the most current and correct information.

KEY TOPICS COVERED IN THE ADDENDUM INCLUDE BUT ARE NOT LIMITED TO:

- COLLEGE POLICY REGARDING COURSE DROP-ADD PERIOD AND AUDIT INFORMATION
- GRADING AND REPEAT COURSE POLICIES
- ATTENDANCE/ACTIVE PARTICIPATION/WITHDRAWAL POLICIES
- FEDERAL GUIDELINES RELATED TO FINANCIAL AID AND TOTAL WITHDRAWAL FROM THE COLLEGE
- ACADEMIC HONESTY
- STUDENT EXPECTATIONS
- EMERGENCY PREPAREDNESS
- CAMPUS SAFETY AND SECURITY
- SEXUAL PREDATOR INFORMATION
- SPECIAL ACCOMMODATIONS
- LIBRARY SERVICES
- DISABILITY RESOURCES