SPC

College of Business

Course Syllabus

MAR4841 Services Marketing

Section 2758

Spring 2024

MAR 18 - MAY 7 2024

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**Instructor:** Andrew S. Lasher, MBA

**Contact:** lasher.andrew@spcollege.edu

**Office Hours:** Virtual – send emails within MyCourses class email; Expect email response within approximately 24-hours from M-F. Email response may take longer on weekends and holidays.

**Course Description:** 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.

**Course Start Date:** MAR 18 2024

Prerequisites: MAR3802 and admission to the Bachelor of Science in Business Administration program "Marketing" sub-plan.

**Academic Chair (to be used if after appropriate efforts with instructor have not resolved issue, 99.9% of the time issue can be resolved with instructor):**

**Mr. Mike Ewell** Academic Department Chair ….ewell.mike@spcollege.edu

Office: LY-113, Tarpon Springs Campus (EpiCenter on Weds)

Instructor Page <http://www.spcollege.edu/instructors/id/2443>

 Syllabus Addendum Link - <https://www.spcollege.edu/current-students/student-affairs/student-right-to-know/student-responsibilities>)

**Required Text:**

# [SERVICES MARKETING](http://spcollege.bncollege.com/webapp/wcs/stores/servlet/SERVICES_MARKETING/BNCB_TextbookDetailView?sectionId=81719119&item=Y&catalogId=10001&langId=-1&displayStoreId=65203&storeId=65203&partNumber=MBS_1653583&productId=500022712576)

## REQUIRED |*By Wirtz, Jochen*

**Edition:**

9TH 21

**Publisher:**

WORLD S CC

**ISBN10:**

1944659811

**ISBN 13:**

9781944659813

**Recommended Text**: APA Publication Manual 6th Edition. ISBN 978-1-4338-0561-5 Alternatively, use url https://owl.english.purdue.edu/owl/section/2/10/

Course Outcomes: Students will leave MAR4841 with the ability to:

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.

**Course Requirements & Criteria for Evaluation:**

This is an 8-week online course. However, virtual classroom attendance is mandatory each week, and will be measured by multiple variables from discussion posting, tests and case studies to student exercises, projects and field research. Students are expected to be familiar with the online Learning Management System MyCourses and are required to complete the online coursework weekly. Weekly virtual active participation is a required element for successful completion.

**Attendance and active class participation:** Discussion Postings are used as a metric for attendance. Please note that all three (3) postings 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, visiting the Water Cooler forum regularly each week and responding timely to any communication from me.

Please note that an auto-tracking feature in My Courses is activated to allow for the capture of multiple aspects that will be used to determine active class participation, including the quality and length of discussion posts, as well as an audit of how long a student is staying online, website reviews, powerpoints,etc. and timely communication with the instructor.

Submit all assignments by the deadline. All assignments and activities must be completed by the due date. All weekly course work is due Sunday evenings by 11:55PM unless otherwise noted.

Late work will not be accepted due to computer/internet problems, lack of a textbook, travel, work schedule, sickness, or anything short of a documented, serious extenuating circumstance, such as your being in in the hospital for an extended period of time. This policy is in place to assure that all students are treated equitably.

Please check the hardware and software requirements for MyCourses with SPC help desk.

Students are required to submit assignments in Microsoft Office (Word, Excel) formats. No other formats (such as .RTF, .WPS, PDF, etc.) will be accepted.

Students taking online courses are expected to be highly motivated, well disciplined, and self-directed learners. You are required to think and work in an independent and scholarly manner during this course. I do encourage you to communicate with the instructor to discuss any questions; otherwise, the online course just becomes a self –study course. Do not let this course become only a self-study course.

Please be professional and courteous while communicating with me (the instructor) and other students by email, the weekly discussion forums, and the Water Cooler. I will not respond to any rude, confrontational, and disrespectful communication. Any such communication from students will be deemed as a disruption of the class and may result in appropriate administrative action.

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)
* • Assignment 1 (40-points)
* • Assignment 2 (40-points)
* • Midterm: Chapters 1- 7 (100-points)
* • Final Exam: Chapters 8-15 (100-points)
* • Final Project (100-points)
* • Reflection Paper (30-points)
* • Class Participation (20-points)

**Grading Policy**:

* A = 450 - 500 Points
* B = 400 - 449 Points
* C = 350 - 399 Points
* D = 300 - 349 Points
* F = under 300

Assignment Details & Deadlines:

Course Schedule and Assignment Due Dates:

\*All assignments are due on 11:30PM on Sunday unless noted otherwise.\*

The Midterm is due Week 4 by 11:30PM, and the Final Exam is due by Tuesday in Week 8 by 11:30PM. Each week starts on Monday and ends on 11:30PM Sunday except Week 8, which ends on Tuesday.

\* The course syllabus including the schedule and assignments is subject to change in case of any errors and omissions as well as in the extenuating circumstances. Any changes to the syllabus, the course content, the schedule, and the assignments will be communicated to the class. It is your responsibility to note all the changes.\*

|  |  |  |
| --- | --- | --- |
| Week  | Due Date | Assignment |
| 1  | 3/24 @ 11:30PM | Read Chapters 1,2,3Discussion Forum #1Assignment #1 Part 1 |
| 2 | 3/31 @ 11:30PM | Read Chapters 4, 5Discussion #2Assignment #1 Part 2 |
| 3 | 4/7 @ 11:30PM | Read Chapters 6,7Discussion #3 |
| 4 | 4/14 @ 11:30PM | Read Chapters 8, 9Discussion #4Midterm |
| 5 | 4/21 @ 11:30PM | Read Chapters 10, 11Discussion #5Assignment #2 Part 1 |
| 6 | 4/28 @ 11:30PM | Read Chapters 12Discussion #6Assignment #2 Part 2 |
| 7 | 5/5 @ 11:30PM | Read Chapters 13, 14Discussion #7Services Encounter Paper/Journal (FINAL PROJECT) |
| 8 SHORT WEEK…TUESDAY!! | 5/7 @ 11:30PM | Read Chapters 15Reflection Paper by 5/2Final Exam Essay by 5/2 |

Week 1 Understanding Service Products, Consumers & Marketing > Text Readings: Ch. 1, 2 & 3

> Discussion Forum – Week 1, first post and two replies by Sunday

 > Assignment 1: Part 1 ( Do not turn in, progressive assignment)
> Start Final Project

Week 2

Developing and Distributing Service Products

> Text Readings: 4 & 5
> Discussion Forum – Week 2, first post and two replies by Sunday

 >Submit Assignment 1: Part 2
> Work on Final Project

Week 3 Pricing and Promoting Service Products > Text Readings: 6 & 7

> Discussion Forum – Week 3 first post and two replies by Sunday

> Work on Final Project

Week 4 Designing & Managing Service Processes, and Balancing Demand & Capacity > Text Readings: 8 & 9

> Discussion Forum – Week 4, first post and two replies by Sunday

>Complete MIDTERM EXAM - Chapters 1 - 9

Week 5 Crafting the Service Environment, and Managing People for Service Advantage > Text Readings: 10 & 11

> Discussion Forum – Week 5, first post due and two replies by Sunday

> Assignment 2: Part 1 ( Do not turn in, progressive assignment)
> Work on Final Project

Week 6 Managing Relationships & Building Loyalty > Text Readings: 12

> Discussion Forum – Week 6, first post due and two replies by Sunday

> Submit Assignment 2: Part 2

 > Work on Final Project

Week 7 Complaint Handling, Recovery & Service Quality Improvements > Text Readings: 13 & 14

> Discussion Forum – Week 7, first post due and two replies by Sunday

> Submit Final Project

Week 8 Service Leadership & The Service Profit Chain

> Readings: 15

>Submit Reflection Paper by Wednesday!
> Complete FINAL EXAM - Chapters 10 – 15 by Wednesday!

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 and the final exam are single-view without the option to backtrack.

DISCUSSION FORUMS

Be sure to include an external reference at the bottom of the first post to receive points- remaining two posts by Sunday.

Multiple discussion forums will be completed by students throughout this course. 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 two "follow-up" postings (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 two follow-up postings (replies). There will be 60-40 split between original posts and your two replies. You will not get any points if you do not include an external reference in your first post. Your textbook (any edition) is not considered an external reference.

You will not be able to edit your existing post and post any attachments. Please make sure that your content is complete before you post it. A good response to a post will include a logical statement of "agreement” or “disagreement. In addition, a good response will also supplement to the post. Please do not just reiterate and paraphrase the post in your reply. Do not reply to a post which does not have any external reference/s. Off-topic posts and off-topic replies will not get any credit.

**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. ( Do not turn in, progressive assignment).

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" (i.e. hublikar.s.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. ( Do not turn in, progressive assignment)

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" (i.e. hublikar.s.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" (i.e. hublikar.s.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 – YOU will use this journal and the entrees to assist you during the SERVICES ENCOUNTER PAPER assignment due week 7. 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 you cell provider are a service! Journal entries will be logged in a Microsoft Word document labeled "lastname.first initial.journal" (i.e. hublikar.s.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 three encounters per week until Week 6.

Specifically, use the following template as a guideline for your journal entries:

* 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, cell, self-service technology)?
* What happened - 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 labelled "lastname.firstinitial.se" (i.e. hublikar.s.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" (i.e. hublikar.s.journal) AND "lastname.firstinitial.se" (i.e. hublikar.s.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 of Week 8, as a Microsoft Word document attachment labeled "lastname.firstinitial.rp" (i.e. hublikar.s.rp)

Independent Component: All upper-division marketing courses in the College of Business have some "Independent Study" component. This is "in addition" to the actual virtual/course meetings listed above, and is to be completed "outside of the classroom learning." This is by design, and intended to serve as additional individual student work to extend the classroom learning experience and intended to fulfill the requirement for business studies at SPC.

While the details may vary form course to course, they will likely include, but not be limited to: (1) Secondary Research, (2) Applied Fieldwork, (3) Project-based deliverables, (4) Case Identification & Evaluation, (5) Current Event Assessment, (6) Personal Interviews, (7) Independent Readings, (8) Discipline / Experience Diaries, and (9) Reflection Papers. This mandatory independent study component will augment the traditional classroom modality for all eight-week courses. Due to the dynamic nature of marketing with respect to the discipline, content currency, and application of principles, practices, methods, techniques and strategies, the independent study component(s) will change from term-to-term, and class-to-class. Any questions on this course aspect should be directed to the instructor.

Resources & References: See the SPC library for various discipline & industry publications. All assignments must be in APA format, Microsoft Word format, and submitted as an attachment.

Tutoring: see http://www.spcollege.edu/tutoring/

Dropping and Adding: See http://www.spcollege.edu/addendum
SPC Help Desk: See http://www.spcollege.edu/helpdesk/enduser/ or call 727-341-HELP Disability Resources: See http://www.spcollege.edu/dr/
Academic Calendar: See http://www.spcollege.edu/calendar/

SPC Honor Code: ALL STUDENTS MUST READ

St. Petersburg College expects students to be honest in all of their academic work. By enrolling at the College, students agree to adhere to high standards of academic honesty and integrity and understand that failure to comply with this pledge may result in academic and disciplinary action, up to and including expulsion from the College. As members of the College community, students also have an ethical obligation to report violations of the SPC academic honesty policies they may witness.

All students have an ethical obligation to adhere to the Honor Code and are required to abide by the following Academic Honesty Policies:

1. Each student is required to subscribe to the Policies upon registration each semester by signing the following pledge, which is contained on the Registration and Drop/Add Form:

I understand that SPC expects its students to be honest in all of their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action, up to and including expulsion from the College.

1. The conduct set forth hereinafter constitutes a violation of the Academic Honesty Policies. Those adjudged to have committed such conduct shall be subject to discipline up to expulsion. Legitimate collaboration between a student and a tutor shall not be considered a violation of the College’s academic honesty policy. However, students who receive assistance from a tutor must ensure that any work submitted in class is the student’s own. Violations of the Honor Code and Policies include but are not limited to the following:

A. Cheating — The improper taking or tendering of any information or material which shall be used to determine academic credit. Examples include but are not limited to the following:

1. Copying from another student's test or homework paper.
2. Allowing another student to copy from a test or homework assignment.
3. Using unauthorized materials during a test, such as the course textbook, notebook,

Formula lists, notes or crib sheets, including those stored in a calculator.

1. Collaborating during an in-class or take-home test with any other person by giving or receiving information without authority.
2. Having another individual write or plan a paper, including those bought from research paper services.
3. Submitting the same paper/project in more than one class.
4. Plagiarism — The attempt to represent the work of another, as it may relate to written or oral works, computer-based work, mode of creative expression (i.e. music, media or the visual arts), as the product of one's own thought, whether the other's work is published or unpublished, or simply the work of a fellow student.

When a student submits oral or written work for credit that includes the words, ideas, or data of others, the source of that information must be acknowledged through complete, accurate, and specific references, and, if verbatim statements are included, through use of quotation marks as well. By placing one’s name on work submitted for credit, the student certifies the originality of all work not otherwise identified by appropriate acknowledgements. A student will avoid being charged with plagiarism if there is an acknowledgement of indebtedness. Examples include:

* 1. Quoting another person's actual words.
	2. Using another person's idea, opinion, or theory, even if it is completely paraphrased in

one's own words.

* 1. Drawing upon facts, statistics, or other illustrative materials — unless the information is

common knowledge.

* 1. Submitting a paper purchased from a term paper service as one's own work.
	2. Failing to accurately document information or wording obtained on the World Wide

Web.

* 1. Submitting anyone else's paper as one's own work.
	2. Violating federal copyright laws, including unauthorized duplication and/or distribution

of copyrighted material.

* 1. Offering, giving, receiving or soliciting of any materials, items or services of value to

gain academic advantages for yourself or another.

1. Bribery - The offering, giving, receiving, or soliciting of any materials, items or services of value to gain academic advantage for yourself or another. This does not apply to College approved or sponsored tutoring or supplemental instruction.
2. Misrepresentation - Any act or omission with intent to deceive an instructor for academic advantage. Misrepresentation includes using computer programs generated by another and handing it in as your own work unless expressly allowed by the instructor; lying to an instructor to increase your grade; lying or misrepresenting facts when confronted with an allegation of academic dishonesty.
3. Conspiracy - The planning or acting with one or more persons to commit any form of academic dishonesty to gain academic advantage for yourself or another.
4. Fabrication - The use of invented or fabricated information, or the falsification of research or other findings with the intent to deceive for academic professional advantage; also the falsification or misrepresentation of experimental data, and violating the professional ethics that are established in clinical activities, science labs, research projects or internships.

Examples include:

1. Citing information not taken from the source indicated.
2. Listing sources in a Works Cited or reference not used in the academic exercise.
3. Inventing data or source information for research or other academic exercise.
4. Submitting any academic exercise as one's own (e.g. written or oral work, sculpture,

computer program, etc.) prepared totally or in part by another, including on-line sources.

1. Taking a test for someone else or permitting someone else to take a test for you.
2. Collusion – The act of working with another person on an academic undertaking for which a student is individually responsible. Unless working together on an individual assignment has been prior approved, it is not allowed. On group projects, students must stay within the guidelines set by the instructor and this Rule. If the instructor provides additional guidelines, they must be followed. Failure to do so also constitutes a violation of these Policies and Rule.
3. Duplicate Submission - Submission of the same or substantially same paper/project in more than one class unless prior permission has been obtained from the current instructors if the paper/project is being used in two classes in the same term or from the subsequent instructor if being used in a subsequent term.
4. Academic Misconduct — The intentional violation of college policies by tampering with grades or taking part in obtaining or distributing any part of a test, quiz, or graded assignment. Examples include:
	1. Stealing, buying, downloading, or otherwise obtaining and sharing all or part of a test and/or test answers.
	2. Selling or giving away all or part of a non-administered test and/or test answers.
	3. Asking or bribing any other person to obtain a test or any information about a test.
	4. Misrepresenting the truth, including handing in computer programs or using computer

programs generated by another as one's own work; lying to an instructor to increase a grade; and lying or misrepresenting facts when confronted with an allegation of academic dishonesty.

* 1. Changing, altering, or being an accessory to changing and/or altering of a grade in a grade book, on a computer, on a test, on a "change of grade" form, or on other official academic records of the college which relate to grades.
	2. Continuing to work on an examination or project after the specified time has elapsed.
1. Improper Computer/Calculator Use

Examples of improper computer and/or calculator use include but are not limited to:

* 1. Unauthorized access, modification, use, creation or destruction of calculator-stored or computer-stored data and programs.
	2. Selling or giving away all or part of the information on a calculator, computer disk or hard drive, which will be used as graded material. NOTE TO STUDENTS: Never save information on the hard drive of a SPC computer.
	3. Sharing a calculator or computer while leaving answers on display or in memory.
	4. Submitting a duplicate computer printout/file with only the student's name changed. This

applies to homework and tests.

1. Improper Online and Blended course use include:

1. Having or providing unauthorized outside help when completing online quizzes or

assignments.

2. Obtaining access to confidential test materials or questions before quizzes or assignments.

L. Disruptive Behavior - Each student’s behavior in the classroom or online course is expected to contribute to a positive learning/teaching environment, respecting the rights of others and their opportunity to learn. No student has the right to interfere with the teaching/learning process, including the posting of inappropriate materials and rude comments on the discussion forums, chatroom or Web sites.

The instructor has the authority to ask a disruptive student to leave the class, lab, or Web course and to file disciplinary charges if disruptive behavior continues.

Cell phones and beepers must not disturb class. Turn off these devices when entering the classroom.

M. Right to Confidentiality – The Family Educational Rights and Privacy Act of 1974 provides that any information related to an alleged violation of SPC's disciplinary policy or the outcome of a disciplinary hearing be treated as strictly confidential by faculty members. Further information about STUDENTS' RIGHTS AND RESPONSIBILITIES may be found in the official Student Handbook and the college catalog.

Miscellaneous

Please click here to access the most up-to-date SPC policies and syllabus addendum:

http://www.spcollege.edu/addendum/
For Campus Security and Emergency Information, see <http://www.spcollege.edu/campussecurity/>

**IMPORTANT DATES:**

PLEASE CHECK CALENDAR BELOW for ADD/DROP DATES!!

Academic calendar: <https://www.spcollege.edu/academic-calendar>

Financial Aid: <http://www.spcollege.edu/getfunds/>

**STUDENTS’ AND INSTRUCTOR’S EXPECTATIONS:**

Online /Student Conduct

<http://www.spcollege.edu/ecampus/help/conduct.htm>

Online Student, Faculty and Staff Expectations and Performance Targets

<http://www.spcollege.edu/ecampus/help/expectations.htm>

Academic Honesty Policy

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