

# COURSE SYLLABUS



## INTRODUCTION TO MARKETING

**Course code:** MKT248

**Term and year:** Fall 2021

**Day and time:** Wednesday 18:30-21:15

**Instructor:** Silvia Klinčeková, Ph.D.

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**Consultation hours:** One hour before the lesson; place of appointment must be confirmed by SMS with your course leader

<b>Credits US/ECTS</b>	3/6	<b>Level</b>	Introductory
<b>Length</b>	15 weeks	<b>Pre-requisite</b>	TOEFL iBT 71; MTH 111
<b>Contact hours</b>	42 hours	<b>Course type</b>	Bachelor Required

### 1. Course Description

This is an examination of the overall marketing system from the marketing decision-maker's viewpoint. The course emphasizes the 7Ps: Product, Place (distribution), Price, Promotion, People, Physical Evidence, and Processes as well as planning, research, and organization required to implement marketing concepts, including Segmentation, Targeting, Differentiation, and Positioning (STDP). We examine the marketing of consumer and industrial products and services, profit and not-for-profit institutions, and public and private institutions. Also, we study the managerial, economic, social, and legal implications of marketing activities, policies, and strategies.

Upon successful completion of this course, students will understand and know how to apply key marketing theory and concepts. All theory concerning marketing strategy and marketing research as well as the main promotional mix tools, will be applied in practice. It will be emphasized that each student will definitely come into contact with marketing at multiple points in their life and that understanding this field will be to their benefit even though he or she may not use it directly in their field of work. The course emphasizes the 7Ps of the Extended (or Services) Marketing Mix as well as the planning, research, and organization required to implement marketing concepts. New trends within the marketing sphere will also be assessed through specific case study analysis and guest speakers. During the final part of the term, an outline of International Marketing and Strategic Marketing will be discussed.

Because of the recent dramatic changes in the way marketing is conducted through the Internet and social media, a significant portion of the course will be spent on the use of the Internet and social media. We will attempt to balance old and new marketing perspectives through case studies and real-life marketing applications.

### 2. Student Learning Outcomes

Upon completion of this course, students should be able to:

- Demonstrate an understanding of the overall marketing system from the marketing decision-maker's viewpoint.

- Analyze and demonstrate an understanding of the core marketing strategy principles (segmentation, targeting, differentiation, and positioning, STDP).
- Understand the extended marketing mix, and how this reflects the changing marketing convergence of traditional and social media.
- Articulate and demonstrate an understanding of the "4P"s: product, price, promotion, place (distribution), as well as the planning, research, and organization required to implement marketing concepts.
- Understand the addition of the 5<sup>th</sup> "P", People and how this reflects the changing marketing convergence of traditional and social media.
- Understand the addition of the 6<sup>th</sup> and 7<sup>th</sup> "Ps", Physical Evidence, and Processes and how these reflect the increasing importance of marketing Services and Experiences.
- Understand the managerial, economic, social, and legal implications of marketing activities, policies, and strategies.
- Understand and prepare an in-depth marketing plan using both traditional and digital methods and platforms.
- Understand and demonstrate an understanding of the new trends in marketing involving the Internet, social media and other platforms and their convergence with traditional forms of marketing.
- Understand and demonstrate an understand of current and future trends in marketing including mobile phone marketing
- Demonstrate the understanding that marketing is about teamwork, proper communication, and cooperation by actively participating in class discussions, group projects, and by punctually attending classes. Preparation is critical.

### 3. Reading Material

#### **Required Materials**

- BOOK: **Principles of Marketing**, Philip Kotler, Gary Armstrong, Global Edition, 16/E (2015)
- BOOK: **The New Rules of Marketing & PR**, David Meerman Scott, 5th/6th Edition (2015, 2017)
- Articles and Case Studies will be chosen based on trending topics

**Note:** all materials will be shared online.

#### **Recommended Materials**

- Students are encouraged to read current business publications.
- Case studies, articles and other handouts will also be used and posted on the course website.
- Slides will be used during lectures. Slides will be posted on the course website at least 1-2 days before class.
- Attend at least one event or online webinar

### 4. Teaching methodology

The course will be taught in a very interactive manner using current issues and having students analyze case studies, present a specific Marketing Plan for a chosen product or service, learn specific experiences from guest speakers and possibly attend a class trip to a marketing related event or company in order to make the subject as relevant and comprehensible as possible. **Active participation** in class discussions is highly supported and mandatory since training communication skills is a crucial aspect of the real marketing world and marketing is a teamwork activity in most organizations. Therefore, before each

class each student should be prepared to discuss the session topics (see **Course Schedule, below**).

## 5. Course Schedule

Date	Class Agenda
<p><b>Session 1</b></p> <p>Wednesday, Sep. 1<sup>st</sup></p>	<p><b>Topic:</b> Review of Syllabus, Course Expectations Introduction to Marketing</p> <p><b>Description:</b> Introduction of course and course objectives, review of syllabus and schedule. Let us start off by looking at the underlying reasons for why marketing exists.</p> <p><b>Reading:</b> none</p> <p><b>Assignments/deadlines:</b> none</p>
<p><b>Session 2</b></p> <p>Wednesday, Sep. 8<sup>th</sup></p>	<p><b>Topic:</b> Marketing Strategy, Marketing Environment</p> <p><b>Description:</b> A general overview of the Marketing Strategy concept. This week will also be dedicated to closely analyzing the marketing environment through tools such as PESTLE, SWOT, and the BCG Matrix to further understand the forces which affect marketing.</p> <p><b>Reading:</b> Case Study: Shiseido: Rethinking the Future (pp.177-179)</p> <p><b>Assignments/deadlines:</b> - CW1 Starbucks Assignment Introduced and Timeline Given</p>
<p><b>Session 3</b></p> <p>Wednesday, Sep. 15<sup>th</sup></p>	<p><b>Topic:</b> Basic Marketing Mix 4P – PRODUCT</p> <p><b>Description:</b> Description of marketing mix 4P with detailed focus on Product.</p> <p><b>Reading:</b> Case Study: Colgate: One Squeeze Too Many? (p.597)</p> <p><b>Assignments/deadlines:</b> none</p>
<p><b>Session 4</b></p> <p>Wednesday, Sep. 22<sup>nd</sup></p> <p> </p> <p>Friday, Sep. 24<sup>th</sup></p>	<p><b>Topic:</b> Basic Marketing Mix 4P - PRICE</p> <p><b>Description:</b> Description of marketing mix 4P with detailed focus on Price.</p> <p><b>Reading:</b> none</p> <p><b>Assignments/deadlines:</b> Prepare for QUIZ (5% of course grade)</p> <p><b>Class Make-up Day (if required)</b></p>
<p><b>Session 5</b></p> <p>Wednesday, Sep. 29<sup>th</sup></p>	<p><b>Topic:</b> Basic Marketing Mix 4P – PLACE/DISTRIBUTION</p> <p><b>Description:</b> Description of marketing mix 4P with detailed focus on Place/distribution.</p> <p><b>Reading:</b> none</p> <p><b>Assignments/deadlines:</b> - QUIZ (5% of course grade)</p>

<p><b>Session 6</b></p> <p>Wednesday, Oct. 6<sup>th</sup></p>	<p><b>Topic:</b> Basic Marketing mix 4P – PROMOTION, Integrated Marketing Communication (IMC)</p> <p><b>Description:</b> Description of marketing mix 4P with detailed focus on Promotion and Integrated Marketing Communication (IMC).</p> <p><b>Reading:</b> none</p> <p><b>Assignments/deadlines:</b></p> <ul style="list-style-type: none"> <li>- CW1: STARBUCKS ASSIGNMENT due this week, prepare for Mid-term Exam.</li> </ul>
<p><b>Session 7</b></p> <p>Wednesday, Oct. 13<sup>th</sup></p>	<p><b>E1: Mid-term Exam: Wednesday, October 13<sup>th</sup></b></p>
<p><b>Session 8</b></p> <p>Wednesday, Oct. 20<sup>th</sup></p> <p><b>Friday,</b> Oct. 22<sup>nd</sup></p>	<p><b>Topic:</b> Group Project Assignment Introduced, Extended Marketing Mix</p> <p><b>Description:</b> Description of the Extended (or Services) Marketing Mix – additional 3Ps: People, Physical Evidence and Processes.</p> <p><b>Reading:</b> none</p> <p><b>Assignments/deadlines:</b> none</p> <p><b>Class Make-up Day (if required)</b></p>
<p><b>Session 9</b></p> <p>Mon to Fri, Oct. 25<sup>th</sup>- 29<sup>th</sup></p>	<p><b>Mid-term Break!</b></p>
<p><b>Session 10</b></p> <p>Wednesday, Nov. 03<sup>rd</sup></p>	<p><b>Topic:</b> Corporate Social Responsibility (CSR)</p> <p><b>Description:</b> Explanation of Corporate Social Responsibility and further discussion about business ethics, values, and its principles.</p> <p><b>Reading:</b> none</p> <p><b>Assignments/deadlines:</b> none</p>
<p><b>Session 11</b></p> <p>Wednesday, Nov. 10<sup>th</sup></p>	<p><b>Topic:</b> Consumer Buyer Behavior</p> <p><b>Description:</b> Explanation of Consumer Buyer Behavior and further discussion about the Models of Consumer Behavior, types of Consumer Buying Behavior and the Buyer Decision Process.</p> <p><b>Reading:</b> Case Study: Bic Versus Gillette: The Disposable Wars (pp.268-271)</p> <p><b>Assignments/deadlines:</b> none</p>
<p><b>Session 12</b></p>	<p><b>November 17 - public holiday</b></p>

<p><b>Session 13</b></p> <p>Wednesday, Nov. 24<sup>th</sup></p> <p>+ <b>Friday,</b> Nov. 26<sup>th</sup></p>	<p><b>Topic:</b> Online Marketing and Social Media Marketing</p> <p><b>Description:</b> Identify the benefits of online marketing to consumers and marketers, and the ways in which marketers can conduct online marketing and social media marketing. Discussion about the future of marketing, new and upcoming trends.</p> <p><b>Reading:</b> Rapid Growth of Online Marketing (pp.965-975)</p> <p><b>Assignments/deadlines:</b> Make sure your group is ready for the presentations next week</p> <p><b>Class Make-up Day (if required)</b></p>
<p><b>Session 14</b></p> <p>Wednesday, Dec. 01<sup>st</sup></p>	<p><b>Group Project Presentations</b></p> <p><b>Assignments/deadlines:</b> begin to review Study Guide for Final Exam.</p>
<p><b>Session 15</b></p> <p>Wednesday, Dec. 08<sup>th</sup></p> <p><b>Friday,</b> Dec. 10<sup>th</sup></p>	<p><b>Topic:</b> Agile Marketing</p> <p><b>Description:</b> Introduction of Agile Marketing. Agile marketing manifesto and its value. The 70:20:10 rule.</p> <p><b>Reading:</b> none</p> <p><b>Assignments/deadlines:</b> Review for Final Exam.</p> <p><b>Class Make-up Day (if required)</b></p>
<p><b>Session 16</b></p> <p>Wednesday, Dec. 15<sup>th</sup></p>	<p><b>E3: Final Exam: Wednesday, December 15<sup>th</sup></b></p> <p>NB Final exam. is not specifically cumulative.</p>

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**6. Course Requirements and Assessment (with estimated workloads)**

Assignment	Workload (average )	Weight in Final Grade	Evaluated Course Specific Learning Outcomes	Evaluated Institutional Learning Outcomes*
<p><b>CP:</b> Attendance and Class Participation</p>	<p>42</p>	<p>10%</p>	<p>Demonstrate and describe an understanding of basic Marketing concepts. Students need to participate in discussions and express their thoughts and opinions. Preparation is critical</p>	<p>2,3</p>

<b>CW1:</b> Starbucks Assignment: Digital and Traditional Marketing	18	15%	Write a 3-6 pages memo discussing observations, feelings, thoughts about A well-known firm's marketing efforts in-store and online from a consumer POV and a marketing POV. Paper should also research the firm's current mobile marketing practices. At least 4 academic resources must be used.	1,2,3
<b>E1: Mid-Term Exam</b>	25	20%	Demonstrate subject knowledge, recognize key concepts	1,2,3
<b>E2: Quiz Week 3</b>	5	5%	Demonstrate subject knowledge, recognize key concepts	1,2,3
<b>CW2:</b> Group Project Presentation	30	25%	Presentation skills, ability to explain the studied topic to peers, identify key issues, demonstrate subject knowledge; experience teamwork and group dynamics ( <i>see #7 for details</i> ).	1,2,3
<b>E3: Final Exam</b>	30	25%	Demonstrate subject knowledge, Final is not specifically cumulative.	1,2,3
<b>TOTAL</b>	<b>150</b>	<b>100%</b>		

\*1 = Critical Thinking; 2 = Effective Communication; 3 = Effective and Responsible Action

## 7. Detailed description of the assignments

### Assignment 1:

- All assignments MUST be correctly uploaded via the NEO LMS (it is your responsibility to learn how to achieve this) PLUS **e-mailed** in **Microsoft Office compatible format – Word for CW1, and speaker's notes for CW2; PowerPoint for CW2 (no PDFs)** to your course leader by **midnight of the due date**.
- Both the assignments **must be word processed** in an appropriate **Business Report format**, as per the **Business Report format** *handout*, (also available on the class course space). **All sources used must be referenced in an approved academic style using Harvard formatting with in-line citation (author, year, page number) and a complete works cited at the end of the paper. Information on proper Harvard citation** is available on the online class course space.
- **Written assignments must**, as a *minimum*, include a **cover sheet** (use the current **SBA one**, also available on the class course space), **table of contents**, **executive summary**, **introduction**, **conclusion / recommendations**, and **works cited**, as *separate* pages. The main body of the paper should include a **header** (title of course, term and name of student) and **footer** (date and page number). The paper should have normal margins (1" on all sides), be single-sided, 1.5-spaced, **12-point font**, Times New Roman. *Failure to meet ANY of the above requirements will result in the assignment not being graded.*

- *Creativity* is to be demonstrated in the content of your paper. Your work should reflect your understanding of the material. An emphasis on *synthesis* and *critical thinking* rather than simply “reporting” is expected.
- A good summary will earn you no more than a C; adding relevant practical examples will enhance your grade; adding reasoned recommendations will further enhance your grade.
- Requirements for **PowerPoint presentation** (with **notes**), **CW2**. (See below, for details.)
- Students are *required to read and use* the **presentation format guidelines**, (see below), when preparing their presentations.
- Each individual **PowerPoint presentation** must be approximately 5-10 minutes long (including time for questions) and must present and analyze in a clear and concise way information relevant to the agreed topic.
- This presentation should *not* be just a summary of the topic (*an inadequate presentation; worth 60-70%*) as you will be expected to explain the significance of the topic as well as critically review the topic (*a good presentation; worth 80-89%*). It is recommended to supplement the course book text by finding other texts (e.g. other textbooks and reliable and legitimate online sources) that cover the topic and cite these also (*an excellent presentation: worth 90-100 %!*).
- Your **presentation** *must* be correctly uploaded via the NEO LMS (it is your responsibility to learn how to achieve this) PLUS **e-mailed** to me in **Microsoft PowerPoint compatible format** together with speaker’s notes in a **Microsoft Word compatible format (no PDFs)**, as well as presented in class (but *NOT printed*).
- Your **presentation** *must* include a **cover ‘page’**, a **list of contents**, an **introduction** explaining what is to come and why it is important, a **conclusion / summary**, and **works cited** at the end of the presentation, all as *separate slides*. It must contain a **SWOT Analysis** (only if the topic is suitable), **Criticisms**, and **Recommendations**, all as separate slides.
- Your **presentation** slide master must include a **header** (title of course, term and name of student) and **footer** (date and page number).
- **All sources are to be written in an academic style using** appropriate in-line **citation** (preferably, **Harvard formatting: author, year, page number**). **Information on proper Harvard citation** is available as a link on the online class course space.
- Each presentation will be graded on your understanding of the topic, plus relevant data use, clarity, organization, time management, graphics, etc.
- An ‘A grade’ (90-100%) presentation should demonstrate all the **7Cs**:
  - **Clarity** in the message
  - **Charisma** when delivering
  - **Credibility** when presenting
  - **Confidence** in front of your audience
  - **Competence** at an essential business skill
  - **Convincing** demeanor
  - **Compelling** case

### Assignment CW1: Starbucks Assignment:

This assignment is to explore and observe “real-life” marketing. The assignment includes visiting a well-known food/coffee chain such as Starbucks, Costa Coffee, KFC, McDonald’s, Paul, CrossCafe, Burrito Loco, Bageterie Boulevard, Potrafina Husa, Lokal, for example.

You will then be observing and analyzing the interaction between their **online marketing efforts** and **in-store marketing**. Are they successful in creating a “Starbucks Experience?”

(or another firm's equivalent) How, why, and what could be improved? Students will write a 6-8-page business memo using at least 4 academic sources to support their findings.

**Due date:** Report to be **uploaded to NEO** by due date listed in the Assignment Brief (available in the Resources section in NEO)  
 (Physical) report to be **handed in to lecturer** by 11:00 am on due date listed in the Assignment Brief (available in the Resources section in NEO)

**Assessment breakdown**

Assessed area	Percentage
Quality of research and referencing Work with sources and literature, in-text citation, and referencing	20%
Content / Quality of ideas <ul style="list-style-type: none"> <li>o Analysis of the current situation: 20</li> <li>o Strategic alternatives and recommendation: 20</li> </ul> Own contribution, originality of ideas: 20	60%
Organization and Development Structure of the paper, logical coherence (including AAU SBA title, table of contents, executive summary, introduction, images, charts/graphs, conclusion, recommendations, conclusion, and works cited)	10%
Clarity and readability <ul style="list-style-type: none"> <li>• Writing style, level of English: 5</li> </ul> Formal quality and format of report: 5	10%
Penalty for errors in spelling, usage, mechanics	Up to -5%
Total	100%

**Assignment 2:**

*There is a big difference between having a great idea and capitalizing on it. Devising a complete marketing plan very quickly clarifies whether a seemingly promising product has potential or not. Furthermore, even when a product passes through the initial 'will it sell' phase, the devil is still in the details. All 7 Ps of marketing need to be addressed to fully understand the best method of spreading and capitalizing on your brilliant new idea.*

The project theme will be to develop a marketing plan that includes both traditional marketing approaches and new digital approaches. It will be critical to understand, analyze and clearly explain their choices and weighting for marketing platforms and approaches.

Your group will choose A) a product/service that does not exist in Czech Republic, or B) a product/service which exists here but does NOT exist in another market you would like to target. You are to prepare a presentation outlining the **MARKETING PLAN** you have devised for your product/service to compete successfully. Be clear about your objectives, needs, and plan. Explain why this product will be successful in this market.

Here is a breakdown of what is expected from your group:

- Show macro and micro environmental factors influencing your specific marketing plan. PESTLE (alternatively, PLEESTIC, for international plans) or Porter's Five Forces Framework will be useful here.
- Create a segmentation breakdown and then choose a targeting strategy for your selected product/service.
- Explain how your product / service is unique to sustain its competitive advantage. If it is not truly unique, which most products are not, how will you be able to



differentiate it from others? Does this uniqueness hold any sustainable competitive advantage? If not, how will you create it?

- Explain which distribution options or premises location you have chosen in order to provide maximum convenience for your future customers. Why is this the best way for your product to be made available? Can you realistically satisfy your customers while keeping distribution costs at a manageable level?
- Show and explain which price strategy you chose for your product/service to meet your marketing plan objectives and market conditions. How do you plan to enter the market – slowly and then build up customers? ‘Smash and grab’ – get as many customers as you can initially and try to keep at least some of them? Or another strategy? What will your pricing look like after 1 year?
- Create a simple integrated promotional campaign and illustrate how it will help you achieve your marketing objectives. Where, when, and how will your customers be educated about and encouraged to purchase your product?
- Offer an analysis of the elements of the extended marketing mix that may pertain to your product/service. People, process, and physical evidence all play a role in how your product is received by the public. How are you going to shape that conversation?

The presentation will be no longer than 20-30 minutes **including questions** from the lecturer and the audience. All referencing will be Harvard style and no presentations turned in will be accepted without proper in-text and end-text referencing.

**Due date:**

- PowerPoints uploaded to NEO by due date listed in the Assignment Brief (available in the Resources section in NEO)
- Presentations to be made in class on due date listed in the Assignment Brief (available in the Resources section in NEO)

**Assessment breakdown**

Assessed area	Percentage
<b>Content / Quality of ideas</b> Create a complex and intelligent marketing plan	60%
<b>Overall quality of research and referencing</b> Work with sources and literature, citation, and referencing	20%
<b>Organization and Development and Clarity</b> <ul style="list-style-type: none"> <li>• Structure and format of the PowerPoint (or professional alternative) presentation: 5</li> <li>• Clarity and readability (graphics and images, font): 5</li> <li>• Logical coherence (title, introduction, flow, conclusion, works cited, etc.): 5</li> </ul> Oral delivery: 5	20%
<b>Penalty for errors in spelling, usage, mechanics</b>	Up to -5%
<b>Total</b>	100%

**Assignments.** All assignments will be evaluated for clarity of writing, critical analysis of the issues, proper use of references to support positions taken, quality and diversity of sources, and extent to which the assignment meets the requirements specified.

- See above for the detailed **Course Assignment Grading Criteria**.
- *Remember:* It is important to answer *all* aspects of the assignments.

***NB For ALL assignments, as per university regulations, five academically respectable correctly cited sources are the minimum expected. Any assignments NOT meeting this standard will NOT be graded.***

## **8. General Requirements and School Policies**

### ***General requirements***

All coursework is governed by AAU's academic rules. Students are expected to be familiar with the academic rules in the Academic Codex and Student Handbook and to maintain the highest standards of honesty and academic integrity in their work.

### ***Electronic communication and submission***

The university and instructors shall only use students' university email address for communication, with additional communication via NEO LMS or Microsoft Teams. Students sending e-mail to an instructor shall clearly state the course code and the topic in the subject heading, for example, "COM101-1 Mid-term Exam. Question". All electronic submissions are through NEO LMS. No substantial pieces of writing (especially take-home exams and essays) can be submitted outside of NEO LMS.

### ***Attendance***

Attendance, i.e., presence in class in real-time, is expected and encouraged. However, the requirement that students miss not more than 35% of real-time classes is temporarily suspended due to the COVID-19 pandemic.

### ***Absence excuse and make-up options***

Should a student be absent from classes for relevant reasons (illness, serious family matters), and the student wishes to request that the absence be excused, the student should submit an Absence Excuse Request Form supplemented with documents providing reasons for the absence to the Dean of Students within one week of the absence. If possible, it is recommended the instructor be informed of the absence in advance. Should a student be absent during the add/drop period due to a change in registration this will be an excused absence if s/he submits an Absence Excuse Request Form along with the finalized add/drop form.

Students whose absence has been excused by the Dean of Students are entitled to make up assignments and exams provided their nature allows. Assignments missed due to unexcused absences which cannot be made up, may result in a decreased or failing grade as specified in the syllabus.

Students are responsible for contacting their instructor within one week of the date the absence was excused to arrange for make-up options.

***Late work:*** No late submissions will be accepted – please follow the deadlines.

### ***Electronic devices***

Electronic devices (e.g. phones, tablets, laptops) may be used only for class-related activities (taking notes, looking up related information, etc.). Any other use will result in the student being marked absent and/or being expelled from the class. No electronic devices may be used during tests or exams unless required by the exam format and the instructor.

**Eating** is not allowed during classes.

### ***Cheating and disruptive behavior***

If a student engages in disruptive conduct unsuitable for a classroom environment, the instructor may require the student to withdraw from the room for the duration of the class and shall report the behavior to the student's Dean.

Students engaging in behavior which is suggestive of cheating will, at a minimum, be warned. In the case of continued misconduct, the student will fail the exam or assignment and be expelled from the exam or class.

### ***Plagiarism and Academic Tutoring Center***

Plagiarism is "the unauthorized use or close imitation of the language and thoughts of another author and the representation of them as one's own original work." (Random House Unabridged Dictionary, 2nd Edition, Random House, New York, 1993)

Turnitin's White Paper 'The Plagiarism Spectrum' (available at <http://go.turnitin.com/paper/plagiarism-spectrum>) identifies 10 types of plagiarism ordered from most to least severe:

1. CLONE: An act of submitting another's work, word-for-word, as one's own.
2. CTRL-C: A written piece that contains significant portions of text from a single source without alterations.
3. FIND-REPLACE: The act of changing key words and phrases but retaining the essential content of the source in a paper.
4. REMIX: An act of paraphrasing from other sources and making the content fit together seamlessly.
5. RECYCLE: The act of borrowing generously from one's own previous work without citation; To self-plagiarize.
6. HYBRID: The act of combining perfectly cited sources with copied passages—without citation—in one paper.
7. MASHUP: A paper that represents a mix of copied material from several different sources without proper citation.
8. 404 ERROR: A written piece that includes citations to non-existent or inaccurate information about sources
9. AGGREGATOR: The "Aggregator" includes proper citation, but the paper contains almost no original work.
10. RE-TWEET: This paper includes proper citation but relies too closely on the text's original wording and/or structure.

At minimum, plagiarism from types 1 through 8 will result in a failing grade for the assignment and shall be reported to the student's Dean. The Dean may initiate a disciplinary procedure pursuant to the Academic Codex. Allegations of bought papers and intentional or consistent plagiarism always entail disciplinary hearing and may result in expulsion from AAU.

If unsure about technical aspects of writing, and to improve their academic writing, students are encouraged to consult with the tutors of the AAU Academic Tutoring Center. For more information and/or to book a tutor, please contact the ATC at:

<http://atc.simplybook.me/sheduler/manage/event/1/>.

### ***Course accessibility and inclusion***

Students with disabilities should contact the Dean of Students to discuss reasonable accommodations. Academic accommodations are not retroactive.

Students who will be absent from course activities due to religious holidays may seek reasonable accommodations by contacting the Dean of Students in writing within the first

two weeks of the term. All requests must include specific dates for which the student requests accommodations.

### 9. Grading Scale

Letter Grade	Percentage*	Description
A	95 – 100	<b>Excellent performance.</b> The student has shown originality and displayed an exceptional grasp of the material and a deep analytical understanding of the subject.
A-	90 – 94	
B+	87 – 89	<b>Good performance.</b> The student has mastered the material, understands the subject well and has shown some originality of thought and/or considerable effort.
B	83 – 86	
B-	80 – 82	
C+	77 – 79	<b>Fair performance.</b> The student has acquired an acceptable understanding of the material and essential subject matter of the course but has not succeeded in translating this understanding into consistently creative or original work.
C	73 – 76	
C-	70 – 72	
D+	65 – 69	<b>Poor.</b> The student has shown some understanding of the material and subject matter covered during the course. The student's work, however, has not shown enough effort or understanding to allow for a passing grade in School Required Courses. It does qualify as a passing mark for the General College Courses and Electives.
D	60 – 64	
F	0 – 59	<b>Fail.</b> The student has not succeeded in mastering the subject matter covered in the course.

\* Decimals should be rounded to the nearest whole number.

**Prepared by and when:** Silvia Klinčková, Ph.D., 28<sup>th</sup> June 2021.

**Approved by:**

Chris Shallow MSc, Chair of Department of Marketing, 28<sup>th</sup> June 2021.

Jan Vasenda, Ph.D., Dean of School of Business Administration, 27<sup>th</sup> August 2021.