



## Master of Entertainment Industry Management

<b>Course Information</b>	<b>TELEVISION MARKETING</b> Course # 93.876 / Credit Hours: 6 Instructor: Erin Franzman ( <a href="mailto:erin.franzman@cbs.com">erin.franzman@cbs.com</a> ) <ul style="list-style-type: none"> <li>• Thursday, August 29, 2024 from 6:00-9:00PM</li> <li>• Wednesday, September 4, 2024 from 6:00PM-9:00PM</li> <li>• Wednesday, September 11, 2024 from 6:00PM-9:00PM</li> <li>• Wednesday, September 18, 2024 from 6:00PM-9:00PM</li> <li>• Wednesday, September 25, 2024 from 6:00PM-9:00PM</li> <li>• Wednesday, October 2, 2024 from 6:00PM-9:00PM</li> </ul>								
<b>Description</b>	This course is designed to provide a comprehensive look at one of the most powerful mediums in existence today: Marketing broadcast, cable and streaming television. Focus will be given to the marketing of television shows and networks, and how digital technology is changing the television landscape for businesses, viewers and marketers.								
<b>Absences/Tardy:</b>	If you know you are going to be late or have to miss a class, please contact the instructor via email or leave a message on their voicemail. It would be helpful if you could copy Mary Ryan and Dan Green. Don't let tardiness be a factor in your final grade. Students are expected to attend all 6 sessions, or make special arrangements with the instructors if an absence cannot be avoided in order to be eligible to receive full credit for the course.								
<b>Course Materials (Required Text)</b>	Research reports, audience trends and articles will be provided to supplement the class activity.								
<b>Suggested Reading:</b>	One of the most important aspects of a marketer is to be up to date on trends, business activity and what is happening in the marketplace. Keep an eye out in your daily activities for where TV is being marketed – not only in commercial breaks on broadcast (ABC, CBS, NBC, FOX) basic cable (USA, FX, ESPN, Bravo) subscription (HBO, Showtime) and streaming (Netflix, Amazon, Apple TV+, Disney+, Peacock), but in outdoor media on your drive to school, on the social platforms that you frequent, in the digital ads that pop up when browsing your favorite website, etc.  Suggested Websites: <ul style="list-style-type: none"> <li>• <a href="http://www.deadline.com">www.deadline.com</a></li> <li>• <a href="http://www.hollywoodreporter.com">www.hollywoodreporter.com</a></li> <li>• The Town with Matt Belloni (<a href="#">podcast</a>)</li> </ul> Watch lots of TV!								
<b>Evaluation* Method</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">TV Show Marketing Plan</td> <td style="text-align: center;">40%</td> </tr> <tr> <td style="text-align: center;">Produced Video Content</td> <td style="text-align: center;">20%</td> </tr> <tr> <td style="text-align: center;">Teamwork</td> <td style="text-align: center;">20%</td> </tr> <tr> <td style="text-align: center;">Class Participation</td> <td style="text-align: center;">20%</td> </tr> </table>	TV Show Marketing Plan	40%	Produced Video Content	20%	Teamwork	20%	Class Participation	20%
TV Show Marketing Plan	40%								
Produced Video Content	20%								
Teamwork	20%								
Class Participation	20%								

<b>Assignments</b>	<p>You will be given one major group project with three components:</p> <ol style="list-style-type: none"> <li>1. Create a complete marketing plan for the launch of a TV show (40% of your grade).</li> <li>2. Create a piece of original video content as part of your launch plan (20% of your grade).</li> <li>3. Contribute to the group project as you would in a workplace atmosphere. Being a valued teammate is key to success in the real world. (20% of your grade, assessed via peer eval)</li> </ol> <p>You will be asked to present these assignments to the class and hand in specific support material to the instructor. More details will be offered in class.</p>
--------------------	--

<b>Class Participation Rubric</b>	<p><b>Grading for Class Participation</b></p> <p>As participation is a major factor in the grading of this class, I'm including a rubric for how I will be grading. Marketing is about positioning and communicating your ideas, so presenting with style and conviction will make you a more convincing and effective marketer. Again, if you complete the assignments and contribute in class you should be fine.</p> <table border="1" data-bbox="397 588 1497 1108"> <thead> <tr> <th></th> <th>A Grade</th> <th>B Grade</th> <th>C Grade</th> <th>D/R Grade</th> </tr> </thead> <tbody> <tr> <td><b>Frequency and Quality</b></td> <td>Attends class regularly and <i>always contributes</i> to the discussion and presentation by raising thoughtful questions, analyzing relevant issues, building on others' ideas, synthesizing across readings and discussions, expanding the class' perspective, and appropriately challenging assumptions and perspectives</td> <td>Attends class regularly and <i>sometimes contributes</i> to the discussion and presentation in the aforementioned ways.</td> <td>Attends class regularly but <i>rarely contributes</i> to the discussion and presentation in the aforementioned ways.</td> <td>Attends class regularly but <i>never contributes</i> to the discussion and presentation in the aforementioned ways.</td> </tr> </tbody> </table>						A Grade	B Grade	C Grade	D/R Grade	<b>Frequency and Quality</b>	Attends class regularly and <i>always contributes</i> to the discussion and presentation by raising thoughtful questions, analyzing relevant issues, building on others' ideas, synthesizing across readings and discussions, expanding the class' perspective, and appropriately challenging assumptions and perspectives	Attends class regularly and <i>sometimes contributes</i> to the discussion and presentation in the aforementioned ways.	Attends class regularly but <i>rarely contributes</i> to the discussion and presentation in the aforementioned ways.	Attends class regularly but <i>never contributes</i> to the discussion and presentation in the aforementioned ways.
	A Grade	B Grade	C Grade	D/R Grade											
<b>Frequency and Quality</b>	Attends class regularly and <i>always contributes</i> to the discussion and presentation by raising thoughtful questions, analyzing relevant issues, building on others' ideas, synthesizing across readings and discussions, expanding the class' perspective, and appropriately challenging assumptions and perspectives	Attends class regularly and <i>sometimes contributes</i> to the discussion and presentation in the aforementioned ways.	Attends class regularly but <i>rarely contributes</i> to the discussion and presentation in the aforementioned ways.	Attends class regularly but <i>never contributes</i> to the discussion and presentation in the aforementioned ways.											

<b>Learning/Course Objectives*</b>	<table border="1"> <thead> <tr> <th>Learning Objective</th> <th>How Assessed</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> <li>To understand brand strategy and the impact and importance of brands on media.</li> </ul> </td> <td>Class Discussion; Project</td> </tr> <tr> <td> <ul style="list-style-type: none"> <li>To analyze and understand the role of marketing in the dynamic TV landscape, examining past and current TV business models as well as forecasting future models.</li> </ul> </td> <td>Class Discussion; Project</td> </tr> <tr> <td> <ul style="list-style-type: none"> <li>To understand different television distribution systems, including broadcast networks, affiliates, cable networks, SVOD and MVPDs and the differences between marketing weekly shows v. streaming shows. We will also discuss the advantages of jumping on new platforms.</li> </ul> </td> <td>Class Discussion; Marketing Plan; Project</td> </tr> <tr> <td> <ul style="list-style-type: none"> <li>To understand audience segmentation and targeting – who's watching, why are they watching, where are they watching and how can marketing influence viewer behavior?</li> </ul> </td> <td>Marketing Plan; Project</td> </tr> <tr> <td> <ul style="list-style-type: none"> <li>To understand the different marketing disciplines (creative, media, affiliate/distribution, digital/social, promotions and partnerships).</li> </ul> </td> <td>Class Discussion; Project</td> </tr> </tbody> </table>		Learning Objective	How Assessed	<ul style="list-style-type: none"> <li>To understand brand strategy and the impact and importance of brands on media.</li> </ul>	Class Discussion; Project	<ul style="list-style-type: none"> <li>To analyze and understand the role of marketing in the dynamic TV landscape, examining past and current TV business models as well as forecasting future models.</li> </ul>	Class Discussion; Project	<ul style="list-style-type: none"> <li>To understand different television distribution systems, including broadcast networks, affiliates, cable networks, SVOD and MVPDs and the differences between marketing weekly shows v. streaming shows. We will also discuss the advantages of jumping on new platforms.</li> </ul>	Class Discussion; Marketing Plan; Project	<ul style="list-style-type: none"> <li>To understand audience segmentation and targeting – who's watching, why are they watching, where are they watching and how can marketing influence viewer behavior?</li> </ul>	Marketing Plan; Project	<ul style="list-style-type: none"> <li>To understand the different marketing disciplines (creative, media, affiliate/distribution, digital/social, promotions and partnerships).</li> </ul>	Class Discussion; Project
Learning Objective	How Assessed													
<ul style="list-style-type: none"> <li>To understand brand strategy and the impact and importance of brands on media.</li> </ul>	Class Discussion; Project													
<ul style="list-style-type: none"> <li>To analyze and understand the role of marketing in the dynamic TV landscape, examining past and current TV business models as well as forecasting future models.</li> </ul>	Class Discussion; Project													
<ul style="list-style-type: none"> <li>To understand different television distribution systems, including broadcast networks, affiliates, cable networks, SVOD and MVPDs and the differences between marketing weekly shows v. streaming shows. We will also discuss the advantages of jumping on new platforms.</li> </ul>	Class Discussion; Marketing Plan; Project													
<ul style="list-style-type: none"> <li>To understand audience segmentation and targeting – who's watching, why are they watching, where are they watching and how can marketing influence viewer behavior?</li> </ul>	Marketing Plan; Project													
<ul style="list-style-type: none"> <li>To understand the different marketing disciplines (creative, media, affiliate/distribution, digital/social, promotions and partnerships).</li> </ul>	Class Discussion; Project													

	<ul style="list-style-type: none"> <li>To gain practical experience translating a Marketing Strategy into executable, targeted tactics that together create a holistic marketing plan.</li> </ul>	Class Discussion; Original Produced Video Content																														
<b>Grading Scale*</b>	<table border="1"> <tr><td>A+</td><td>99.0-100%</td><td>Exceptional</td></tr> <tr><td>A</td><td>94.0-98.9%</td><td>Excellent</td></tr> <tr><td>A-</td><td>91.0-93.9%</td><td>Very Good</td></tr> <tr><td>B+</td><td>88.0-90.9%</td><td>Good</td></tr> <tr><td>B</td><td>84.0-87.9%</td><td>Acceptable</td></tr> <tr><td>B-</td><td>81.0-83.9%</td><td>Fair</td></tr> <tr><td>C+</td><td>78.0-80.9%</td><td>Poor</td></tr> <tr><td>C</td><td>74.0-77.9%</td><td>Very Poor</td></tr> <tr><td>C-</td><td>71.0-73.9%</td><td>Minimum Passing</td></tr> <tr><td>R</td><td>below 71 pts (&lt; 71%)</td><td>Failing</td></tr> </table>		A+	99.0-100%	Exceptional	A	94.0-98.9%	Excellent	A-	91.0-93.9%	Very Good	B+	88.0-90.9%	Good	B	84.0-87.9%	Acceptable	B-	81.0-83.9%	Fair	C+	78.0-80.9%	Poor	C	74.0-77.9%	Very Poor	C-	71.0-73.9%	Minimum Passing	R	below 71 pts (< 71%)	Failing
A+	99.0-100%	Exceptional																														
A	94.0-98.9%	Excellent																														
A-	91.0-93.9%	Very Good																														
B+	88.0-90.9%	Good																														
B	84.0-87.9%	Acceptable																														
B-	81.0-83.9%	Fair																														
C+	78.0-80.9%	Poor																														
C	74.0-77.9%	Very Poor																														
C-	71.0-73.9%	Minimum Passing																														
R	below 71 pts (< 71%)	Failing																														
<b>Course/Topical Outline</b>	<table border="1"> <tr> <td colspan="3" data-bbox="397 674 1502 737"><b>Class 1: Thursday, August 29 from 6:00-9:00PM</b></td> </tr> <tr> <td data-bbox="397 737 613 1003">Topic</td> <td colspan="2" data-bbox="613 737 1502 1003"> <ul style="list-style-type: none"> <li>Student Introductions</li> <li>TV Business Landscape</li> <li>Introduction to Network Brands, Show Brands &amp; Brand Strategy</li> <li>Components of Show Brands</li> <li>Dynamic Nature of Marketing Brands</li> <li>Assignment: Break into groups of 3, find an example of TV Marketing that you think is successful OR unsuccessful and present it in Class 2</li> </ul> </td> </tr> <tr> <td data-bbox="397 1003 613 1066">Deliverable</td> <td colspan="2" data-bbox="613 1003 1502 1066"> <ul style="list-style-type: none"> <li>None – This class is lecture based.</li> </ul> </td> </tr> <tr> <td colspan="3" data-bbox="397 1098 1502 1161"><b>Class 2: Wednesday, September 4 from 6:00PM-9:00PM</b></td> </tr> <tr> <td data-bbox="397 1161 613 1392">Topic</td> <td colspan="2" data-bbox="613 1161 1502 1392"> <ul style="list-style-type: none"> <li>Marketing Disciplines</li> <li>TV Distribution: Linear vs. Streaming</li> <li>Student Marketing Analysis Presentations</li> <li>Discussion of real-world Marketing Plans (Survivor, Ghosts)</li> <li>Assignment: Create Marketing plan and original video content piece to launch a TV show</li> </ul> </td> </tr> <tr> <td data-bbox="397 1392 613 1560">Deliverable</td> <td colspan="2" data-bbox="613 1392 1502 1560"> <ul style="list-style-type: none"> <li>Come prepared to present your Marketing Analysis in groups of three.</li> <li>Come prepared with familiarity of the reality series <i>Survivor</i> and CBS Comedy <i>Ghosts</i> (Watch both free on CBS.com)</li> <li>Break into groups of six (assigned below) &amp; select a TV show for your final project</li> </ul> </td> </tr> <tr> <td colspan="3" data-bbox="397 1587 1502 1650"><b>Class 3: Wednesday, September 11 from 6:00PM-9:00PM</b></td> </tr> <tr> <td data-bbox="397 1650 613 1818">Topic</td> <td colspan="2" data-bbox="613 1650 1502 1818"> <ul style="list-style-type: none"> <li>Side-by-side comparison of two marketing plans</li> <li>Building a Marketing Strategy</li> <li>WORKSHOP: Brainstorming your Marketing Final Project goal and brand positioning with facilitation and guidance from Instructor</li> </ul> </td> </tr> <tr> <td data-bbox="397 1818 613 1881">Deliverable</td> <td colspan="2" data-bbox="613 1818 1502 1881"> <ul style="list-style-type: none"> <li>Come with a working knowledge of the show selected for your team project</li> </ul> </td> </tr> </table>		<b>Class 1: Thursday, August 29 from 6:00-9:00PM</b>			Topic	<ul style="list-style-type: none"> <li>Student Introductions</li> <li>TV Business Landscape</li> <li>Introduction to Network Brands, Show Brands &amp; Brand Strategy</li> <li>Components of Show Brands</li> <li>Dynamic Nature of Marketing Brands</li> <li>Assignment: Break into groups of 3, find an example of TV Marketing that you think is successful OR unsuccessful and present it in Class 2</li> </ul>		Deliverable	<ul style="list-style-type: none"> <li>None – This class is lecture based.</li> </ul>		<b>Class 2: Wednesday, September 4 from 6:00PM-9:00PM</b>			Topic	<ul style="list-style-type: none"> <li>Marketing Disciplines</li> <li>TV Distribution: Linear vs. Streaming</li> <li>Student Marketing Analysis Presentations</li> <li>Discussion of real-world Marketing Plans (Survivor, Ghosts)</li> <li>Assignment: Create Marketing plan and original video content piece to launch a TV show</li> </ul>		Deliverable	<ul style="list-style-type: none"> <li>Come prepared to present your Marketing Analysis in groups of three.</li> <li>Come prepared with familiarity of the reality series <i>Survivor</i> and CBS Comedy <i>Ghosts</i> (Watch both free on CBS.com)</li> <li>Break into groups of six (assigned below) &amp; select a TV show for your final project</li> </ul>		<b>Class 3: Wednesday, September 11 from 6:00PM-9:00PM</b>			Topic	<ul style="list-style-type: none"> <li>Side-by-side comparison of two marketing plans</li> <li>Building a Marketing Strategy</li> <li>WORKSHOP: Brainstorming your Marketing Final Project goal and brand positioning with facilitation and guidance from Instructor</li> </ul>		Deliverable	<ul style="list-style-type: none"> <li>Come with a working knowledge of the show selected for your team project</li> </ul>				
<b>Class 1: Thursday, August 29 from 6:00-9:00PM</b>																																
Topic	<ul style="list-style-type: none"> <li>Student Introductions</li> <li>TV Business Landscape</li> <li>Introduction to Network Brands, Show Brands &amp; Brand Strategy</li> <li>Components of Show Brands</li> <li>Dynamic Nature of Marketing Brands</li> <li>Assignment: Break into groups of 3, find an example of TV Marketing that you think is successful OR unsuccessful and present it in Class 2</li> </ul>																															
Deliverable	<ul style="list-style-type: none"> <li>None – This class is lecture based.</li> </ul>																															
<b>Class 2: Wednesday, September 4 from 6:00PM-9:00PM</b>																																
Topic	<ul style="list-style-type: none"> <li>Marketing Disciplines</li> <li>TV Distribution: Linear vs. Streaming</li> <li>Student Marketing Analysis Presentations</li> <li>Discussion of real-world Marketing Plans (Survivor, Ghosts)</li> <li>Assignment: Create Marketing plan and original video content piece to launch a TV show</li> </ul>																															
Deliverable	<ul style="list-style-type: none"> <li>Come prepared to present your Marketing Analysis in groups of three.</li> <li>Come prepared with familiarity of the reality series <i>Survivor</i> and CBS Comedy <i>Ghosts</i> (Watch both free on CBS.com)</li> <li>Break into groups of six (assigned below) &amp; select a TV show for your final project</li> </ul>																															
<b>Class 3: Wednesday, September 11 from 6:00PM-9:00PM</b>																																
Topic	<ul style="list-style-type: none"> <li>Side-by-side comparison of two marketing plans</li> <li>Building a Marketing Strategy</li> <li>WORKSHOP: Brainstorming your Marketing Final Project goal and brand positioning with facilitation and guidance from Instructor</li> </ul>																															
Deliverable	<ul style="list-style-type: none"> <li>Come with a working knowledge of the show selected for your team project</li> </ul>																															

	<table border="1"> <tr> <td colspan="2" data-bbox="397 184 1507 241"><b>Class 4: Wednesday, September 18 from 6:00PM-9:00PM</b></td> </tr> <tr> <td data-bbox="397 241 613 342">Topic</td> <td data-bbox="613 241 1507 342"> <ul style="list-style-type: none"> <li>WORKSHOP: Instructor will provide guidance and answer questions to each group on Marketing Plan work-in-progress</li> </ul> </td> </tr> <tr> <td data-bbox="397 342 613 415">Deliverable</td> <td data-bbox="613 342 1507 415"> <ul style="list-style-type: none"> <li>Come prepared with Goal, Brand Positioning, and Launch Strategy for Instructor and Peer feedback</li> </ul> </td> </tr> <tr> <td colspan="2" data-bbox="397 443 1507 499"><b>Class 5: Wednesday, September 25 from 6:00PM-9:00PM</b></td> </tr> <tr> <td data-bbox="397 499 613 573">Topic</td> <td data-bbox="613 499 1507 573"> <ul style="list-style-type: none"> <li>DRY RUN OF MARKETING PLAN for feedback from a panel of Industry Professionals</li> </ul> </td> </tr> <tr> <td data-bbox="397 573 613 646">Deliverable</td> <td data-bbox="613 573 1507 646"> <ul style="list-style-type: none"> <li>Come prepared to present your team project and incorporate feedback from Industry Professionals</li> </ul> </td> </tr> <tr> <td colspan="2" data-bbox="397 674 1507 730"><b>Class 6: Wednesday, October 2 from 6:00PM-9:00PM</b></td> </tr> <tr> <td data-bbox="397 730 613 804">Topic</td> <td data-bbox="613 730 1507 804"> <ul style="list-style-type: none"> <li>FINAL PRESENTATION OF MARKETING PLAN AND VIDEO</li> </ul> </td> </tr> <tr> <td data-bbox="397 804 613 863">Deliverable</td> <td data-bbox="613 804 1507 863"> <ul style="list-style-type: none"> <li>Instructor will provide feedback on all final projects</li> </ul> </td> </tr> </table>	<b>Class 4: Wednesday, September 18 from 6:00PM-9:00PM</b>		Topic	<ul style="list-style-type: none"> <li>WORKSHOP: Instructor will provide guidance and answer questions to each group on Marketing Plan work-in-progress</li> </ul>	Deliverable	<ul style="list-style-type: none"> <li>Come prepared with Goal, Brand Positioning, and Launch Strategy for Instructor and Peer feedback</li> </ul>	<b>Class 5: Wednesday, September 25 from 6:00PM-9:00PM</b>		Topic	<ul style="list-style-type: none"> <li>DRY RUN OF MARKETING PLAN for feedback from a panel of Industry Professionals</li> </ul>	Deliverable	<ul style="list-style-type: none"> <li>Come prepared to present your team project and incorporate feedback from Industry Professionals</li> </ul>	<b>Class 6: Wednesday, October 2 from 6:00PM-9:00PM</b>		Topic	<ul style="list-style-type: none"> <li>FINAL PRESENTATION OF MARKETING PLAN AND VIDEO</li> </ul>	Deliverable	<ul style="list-style-type: none"> <li>Instructor will provide feedback on all final projects</li> </ul>																		
<b>Class 4: Wednesday, September 18 from 6:00PM-9:00PM</b>																																					
Topic	<ul style="list-style-type: none"> <li>WORKSHOP: Instructor will provide guidance and answer questions to each group on Marketing Plan work-in-progress</li> </ul>																																				
Deliverable	<ul style="list-style-type: none"> <li>Come prepared with Goal, Brand Positioning, and Launch Strategy for Instructor and Peer feedback</li> </ul>																																				
<b>Class 5: Wednesday, September 25 from 6:00PM-9:00PM</b>																																					
Topic	<ul style="list-style-type: none"> <li>DRY RUN OF MARKETING PLAN for feedback from a panel of Industry Professionals</li> </ul>																																				
Deliverable	<ul style="list-style-type: none"> <li>Come prepared to present your team project and incorporate feedback from Industry Professionals</li> </ul>																																				
<b>Class 6: Wednesday, October 2 from 6:00PM-9:00PM</b>																																					
Topic	<ul style="list-style-type: none"> <li>FINAL PRESENTATION OF MARKETING PLAN AND VIDEO</li> </ul>																																				
Deliverable	<ul style="list-style-type: none"> <li>Instructor will provide feedback on all final projects</li> </ul>																																				
<b>Teams for TV Marketing Final Assignment</b>	<table border="1"> <thead> <tr> <th data-bbox="397 898 581 930"><u>Team 1</u></th> <th data-bbox="581 898 764 930"><u>Team 2</u></th> <th data-bbox="764 898 948 930"><u>Team 3</u></th> <th data-bbox="948 898 1131 930"><u>Team 4</u></th> <th data-bbox="1131 898 1315 930"><u>Team 5</u></th> <th data-bbox="1315 898 1507 930"><u>Team 6</u></th> </tr> </thead> <tbody> <tr> <td data-bbox="397 930 581 961">Sahithi</td> <td data-bbox="581 930 764 961">Adwaieet</td> <td data-bbox="764 930 948 961">Dalvina</td> <td data-bbox="948 930 1131 961">Ananya</td> <td data-bbox="1131 930 1315 961">Damon</td> <td data-bbox="1315 930 1507 961">Rhythm</td> </tr> <tr> <td data-bbox="397 961 581 993">Yuki</td> <td data-bbox="581 961 764 993">Karim</td> <td data-bbox="764 961 948 993">Camryn</td> <td data-bbox="948 961 1131 993">Sofia</td> <td data-bbox="1131 961 1315 993">Ritika</td> <td data-bbox="1315 961 1507 993">Jabreneé</td> </tr> <tr> <td data-bbox="397 993 581 1024">Oghogho</td> <td data-bbox="581 993 764 1024">Taylor</td> <td data-bbox="764 993 948 1024">Michael L</td> <td data-bbox="948 993 1131 1024">Nicholas</td> <td data-bbox="1131 993 1315 1024">Yutong</td> <td data-bbox="1315 993 1507 1024">Alejandra</td> </tr> <tr> <td data-bbox="397 1024 581 1056">Abbie</td> <td data-bbox="581 1024 764 1056">Pranay Raj</td> <td data-bbox="764 1024 948 1056">Rachel</td> <td data-bbox="948 1024 1131 1056">Zoe</td> <td data-bbox="1131 1024 1315 1056">Mengyi</td> <td data-bbox="1315 1024 1507 1056">Peter</td> </tr> <tr> <td data-bbox="397 1056 581 1087">Michael Z</td> <td data-bbox="581 1056 764 1087">Kelly</td> <td data-bbox="764 1056 948 1087">Rui</td> <td data-bbox="948 1056 1131 1087">Xiru</td> <td data-bbox="1131 1056 1315 1087">Howard</td> <td data-bbox="1315 1056 1507 1087">Jialong</td> </tr> </tbody> </table>	<u>Team 1</u>	<u>Team 2</u>	<u>Team 3</u>	<u>Team 4</u>	<u>Team 5</u>	<u>Team 6</u>	Sahithi	Adwaieet	Dalvina	Ananya	Damon	Rhythm	Yuki	Karim	Camryn	Sofia	Ritika	Jabreneé	Oghogho	Taylor	Michael L	Nicholas	Yutong	Alejandra	Abbie	Pranay Raj	Rachel	Zoe	Mengyi	Peter	Michael Z	Kelly	Rui	Xiru	Howard	Jialong
<u>Team 1</u>	<u>Team 2</u>	<u>Team 3</u>	<u>Team 4</u>	<u>Team 5</u>	<u>Team 6</u>																																
Sahithi	Adwaieet	Dalvina	Ananya	Damon	Rhythm																																
Yuki	Karim	Camryn	Sofia	Ritika	Jabreneé																																
Oghogho	Taylor	Michael L	Nicholas	Yutong	Alejandra																																
Abbie	Pranay Raj	Rachel	Zoe	Mengyi	Peter																																
Michael Z	Kelly	Rui	Xiru	Howard	Jialong																																
<b>Course Policies</b>	Please come ready to talk and ask questions. Laptops, iPads and recording devices are welcome. In class calls, texting, Facebooking, tweeting, internet browsing is not.																																				
<b>Plagiarism and cheating notice*</b>	<p>Plagiarism and other forms of academic misrepresentation are viewed as extremely serious matters. Misrepresentation of another’s work as one’s own is widely recognized as among the most serious violations. The violation is clearly flagrant when it occurs as plagiarism on a required paper or as cheating on an examination, including take-home as well as in-class examinations. The punishment for such offenses can involve expulsion from the MEIM Program and Heinz School.</p> <p>Cheating includes but is not limited to:</p> <ol style="list-style-type: none"> <li>1. Plagiarism (explained below);</li> <li>2. Submission of work that is not the student’s own;</li> <li>3. Submission or use of falsified data;</li> <li>4. Unauthorized access to an exam or assignment;</li> <li>5. Use of a stand-in for an exam;</li> <li>6. Use of unauthorized material in the preparation of an assignment or during an examination;</li> <li>7. Supplying or communicating unauthorized information to another student for use in an assignment or exam;</li> <li>8. Unauthorized collaboration on an assignment. Collaboration must be explicitly permitted by an instructor for it to be considered authorized.</li> <li>9. Submission of the same work for credit in more than one course.</li> </ol> <p>Plagiarism is the failure to indicate the source of work either with quotation marks or footnotes. The source can be a phrase, a graphic element, a proof, specific language, or an idea derived from the work of another person. Note that material on the web is another person’s work and is</p>																																				

	<p>therefore equally subject to the rules on plagiarism and cheating as any other source material.</p> <p><b>Cheating and/or plagiarism on an essay assignment will result in a failing grade (0 points) for that assignment.</b> The essay in which the cheating occurs will <i>not</i> be excluded from the offending student’s assignments included in grade calculations; the points for that essay zero (0) will be factored into the grade.</p> <p>Furthermore, the cheating student’s final grade will be reduced one full letter grade. A cheating student’s final grade will be impacted significantly. In addition, cases of cheating and plagiarism will be submitted to and reviewed by the Dean’s Office; more severe penalties may be imposed, <i>up to and including expulsion from the Heinz School.</i></p> <p>Academic Dishonesty: Students are expected to maintain the highest ethical standards inside and outside the classroom. Cheating on exams and term papers (i.e., plagiarism and unauthorized collaboration) is obviously discouraged and will be treated appropriately. The usual penalty for violations is a failing grade for the particular assignment in question; however, in some instances, such actions may result in a failing grade for the course.</p>
<p><b>Artificial Intelligence Policy</b></p>	<p>Within this class, there are situations and contexts where you will be permitted to use AI programs such as ChatGPT, DALL-E and others. Outside of these specific guided activities, you will not be permitted to use AI tools for any reason.</p> <p>Using ChatGPT or other generative AI outside of these specific guided activities or to generate any other course content will be considered an academic integrity violation.</p> <p style="padding-left: 40px;">You May Use AI, but <i>it is not required</i>:</p> <ul style="list-style-type: none"> <li>● In your Final Project: <ul style="list-style-type: none"> <li>○ To design your presentation</li> <li>○ To research your show</li> <li>○ To create your video asset; but please note that if you elect to use generative video, your video will be judged on a different scale than if you do not, as outlined in the assignment.</li> </ul> </li> </ul> <p style="padding-left: 40px;">You May NOT Use AI:</p> <ul style="list-style-type: none"> <li>● In your Successful/Unsuccessful Marketing Analysis Assignment</li> <li>● In brainstorming or ideation for any project</li> <li>● To generate any written or oral (scripted) communication</li> </ul> <p>If you wish to use AI in another capacity in this class, it must be discussed IN ADVANCE with the Instructor and if allowed, will be subject to restrictions.</p> <ul style="list-style-type: none"> <li>● If you do use AI: <ul style="list-style-type: none"> <li>○ You must acknowledge the use of AI tools within your work.</li> <li>○ You should recognize that large language models often provide incorrect information, fake citations, contradictory statements or incorporate plagiarized materials</li> </ul> </li> </ul>