

SYLLABUS

Global Marketing & Consumer Behavior - Spring 2020

MKTG 3221-001 Course # 22056
Belk College of Business, UNC-Charlotte

Instructor: Mrs. Tamara L. Cohen
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	<u>Time</u>	<u>Place</u>
Class	Mondays & Wednesdays 2:30 - 3:45 pm	McEniry 123
Office	Mondays 11:30 am - 12:30 pm or by appointment	Friday 352-B (3 rd floor)

Course Introduction

Building on the fundamentals of marketing, the first part of this course introduces the context of the global environment in Global Marketing. Recognizing the cultural, social, legal, political, financial and geographic dimensions of the global marketplace, the course will assess the impact and integration of global factors in marketing programs.

The second part of the course will examine the field of Consumer Behavior. We will study the processes that impact consumers' selection, purchase, use and disposal of products, services and ideas in the current dynamic marketplace.

Course Objectives

During the semester, each student is expected to consider the following questions and develop answers to them:

Global Marketing

1. How do local cultures and constraints impact marketing strategies?
2. What do customers need in different countries? How do marketers address those needs?
3. How does the global environment affect what, where, when, why and how people consume all over the world?
4. What social and ethical responsibilities do global marketers have to stakeholders?
5. How does marketing strategy have to change to accommodate cultural differences?

Consumer Behavior

1. Who and what influences consumers' selection, purchase, usage and disposal decisions?
2. How do factors such as household, family, social class, and generational cohorts, impact consumption decisions?
3. How do marketers use branding to address consumers' needs and wants?
4. How and why do innovations diffuse through communities?

Course Prerequisite

Marketing Concepts (MKTG 3110) with a grade of C or better

Reading materials

Global Marketing: Reading matter will be specified and/or posted on Canvas on the relevant class days (under each class's respective Module).

Consumer Behavior: Required text book: CONSUMER BEHAVIOR. BUYING, HAVING, AND BEING by Michael R. Solomon (12th edition); publisher Pearson; ISBN-13: 978-0-13-412993-8
No electronic learning tools required with this textbook.

Student Expectations

Besides the academic training a student should expect to gain in this course, various skills should also be acquired, including:

- Awareness of different cultural markers (e.g. body language of different cultures);
- Oral presentation skills - compose and deliver comprehensive and concise report;
- Working with a team;
- Report writing - compose and present systematic, professional reports.

Course Schedule is posted on Canvas.

Course Structure

A combination of lectures, visiting speakers, classroom discussions, a group project, reading assignments, written assignments, case studies and exams will be used to achieve the objectives of this course.

Attendance

Regular attendance is necessary for doing well in this course. As upper-level students you are expected to exercise responsibility in managing your general commitments. I appreciate that you have manifold claims on your time, so attendance in regular classes is not mandatory. Exam material comes principally from lectures, class discussions, and assigned readings.

Schedule changes are announced in class. You are responsible for making up any and all content in missed classes.

ATTENDANCE is required at all guest lectures and all group presentations. Absences will be penalized (-25% total participation grade; -25% total project grade). Absence is expensive. Note the dates of guest lectures (2) and group presentations (2) and arrange your schedule to be present on those days. These are not negotiable; only University-excused absences will be accommodated. Guest dates sometimes change during the semester; such changes will be announced in class and posted on Canvas.

Practice professional conduct. Tardiness and early departure is disruptive and disrespectful, and are strongly discouraged. (Visit the restroom before or after class, not during class.)

Grading

1. Exams 4 x 14% each	56%
2. Case Analyses 2 x 5% each	10%
3. Group Project	10%
4. Class Participation	10%
5. Homework Assignments	<u>14%</u>
	<u>100%</u>

Grade Distribution

A: 90-100
B: 80-89
C: 70-79
D: 60-69
F: lower than 60

1. Exams (4 x 14%)

All exams are closed-book and must be taken on the assigned dates during the semester. The exams will be based on material from texts, lectures and class discussions. It is imperative that you keep up with readings and attend class.

There will be no make-up exams. If you have to miss an exam, you must have a verifiable University excused absence (e.g. a medical emergency or a university athletic event).

Exam ownership. Exams take many hours to prepare and, as a form of intellectual property, belong to those who create them (your professors). Consequently, exams must remain in my possession or under my control at all times unless you are given explicit written permission to keep or copy them. **This means that exam papers cannot be taken out of the room during their administration or during their review in the instructor's office, unless explicitly permitted by the instructor.**

Students are encouraged to review their exams during office hours or by appointment for study purposes. Failure to return an exam after taking or reviewing it or removing an exam from my presence at any time will be considered theft of intellectual property. Such action will result in an exam grade of zero and may warrant further disciplinary action.

Grade appeals. If you believe that the grade you received on an assignment, exam, or other graded course component was in error or unfair, you may appeal to the instructor in writing within 10 calendar days of the receipt of your grade. The appeal should clearly state the reasons why you believe the grade to be unfair or the nature of the error. Overdue appeals will not be considered.

2. Case Analyses (2 x 5%)

Cases are to be prepared with one partner.
Work with a different partner for each case.

2 cases are assigned for analysis:

Case #1: Nestlé in Brazil (New York Times article)

Case #2: Unilever Brands Challenged (Wall Street Journal article)

You are expected to prepare BOTH cases as written reports.

Requirements for each Case Write-up:

1. You and your partner should submit one write-up together. List your names in alphabetical order (by last name). Present your analysis as a team, i.e. “we recommend ...” rather than “I think ...”
2. Every effort should be made to work with a partner rather than on your own. Opportunities will be offered during class time to find partners; ultimately it is each student’s responsibility to find a partner.
3. You may repeat a partnership, but there will be a penalty of -10%. Repeating a case on your own constitutes repetition, thus attracts the repetition penalty of -10%.
4. Your write-up must be 4 - 6 pages, typed and double-spaced, excluding exhibits and appendices. Presentation is important. Attention to details is important. Number your pages. Make sure headings are never at the bottoms of pages. Proof read, proof read.
5. Please do not hand in your case in a folder. Stapled pages are fine.
6. Grading rubric is available on Canvas. Read the rubric carefully before writing up your first case.
7. Case discussion questions may help you identify key issues of the cases.
8. Your Case Write-up **MUST** use the following categories. Use these headings:
 - Executive Summary (1 paragraph on 1st page). This typically includes major features of the background, and your assessment of major problem(s) and their solutions (i.e. Recommendations). Executive summary ≠ an introduction.
 - Background (brief summary of case as you see it)
 - Problems (be incisive; identify all problems you see, including those identified in case text)
 - Courses of Action (look at several possibilities)
 - Recommendations (which course of action?)
 - Conclusions
 - Exhibits, appendices, references (include case text and at least one other; use any recognized academic system to acknowledge reference materials)

Along with your grade, you will receive individual qualitative feedback from the instructor after the first case study. You are expected to read and heed this feedback; this is useful to improve your professionalism and help avoid making the same mistakes in future case studies.

Please review “How to write a great CASE STUDY” on Canvas.

Hand in a hard copy of your write-up at the beginning of class on the day it is due.

3. Group Project (10%)

Students may choose whether to work either on a Global Marketing project (4 teams) or a Consumer Behavior project (6 teams). Students form their own groups of 5-6 students to work on the project. Please register your preference with the instructor as soon as you have made your selection and formed a group. First-come-first-served.

The point of this project is to use what you have learned. Apply concepts and terminology appropriately.

The Group Project has 3 components:

- | | |
|---------------------|-------------|
| • Project Proposal | 10% |
| • Final Report | 60% |
| • Oral Presentation | 30% |
| | <u>100%</u> |

Your contribution to the Group Project will be evaluated by each member of your group, using a confidential peer evaluation form. Peer evaluations will be included in your individual grade for the group project.

Hand in ONE Project Proposal per group at beginning of class on the due date.

Your Proposal should be 2 pages, double-spaced, and include names of all group members in alphabetical order.

Hand in ONE Presentation power point (PPT) hard copy and **ONE** PPT soft copy per group in class on the presentation date. Print hard copy in black-and-white; 4 slides per page.

Hand in ONE Final Report hard copy and **ONE** soft copy per group in class in the Oral Presentation class on the presentation date.

The Final Report hard copy must be 10 - 15 pages, double-spaced; it must include a title page, with names of all group members in alphabetical order. An executive summary must be no more than one page long, and situated immediately following the title page. The page limit excludes list of contents, appendices, exhibits, references/bibliography. Cite references appropriately, using any recognized academic format, at the end of the report.

Global Marketing project

Choose a specific product/service to introduce to a foreign country, and develop a marketing strategy to bring this product/service to the country, accounting for differences in local culture and other aspects of the local market.

This group project is a simulated, hands-on experience in the development of a global marketing strategy.

Select a specific product/brand and assume your group is the management team running the company marketing the product/brand. Your product/brand should NOT be marketed in that country yet. The product/service/brand may be real or fictitious.

Select any country (excluding the US and Canada), where your company will market your chosen product/service. Each country can be chosen by only one group on a first-come-first-served basis. Let me know as soon as your group chooses a country.

Use the comprehensive Country Notebook guideline posted in Canvas. Some points in the guideline are relevant to some countries but not to others. Use your own judgment based on what we learn during the semester. Do not include information irrelevant to your project.

- The Project Proposal should:
 1. **introduce** the background of the specific firm/product/brand you have selected;
 2. **explain** why you think it has great potential in the target country; and
 3. **discuss** potential concerns and challenges when marketing this product/brand in the target country.

- The Final Report should contain:
 1. executive summary;
 2. product/service information/history;
 3. cultural analysis;
 4. economic analysis;
 5. market audit & competitive analysis; and
 6. preliminary marketing plan.
- The Oral Presentation will be:
 1. presented by ALL group members, i.e. everyone has a speaking part;
 2. 15 minutes long (too long or too short will be penalized), followed by a 3 minute question-and-answer session;
 3. evaluated by the instructor and all your classmates. These evaluations will constitute your grade for the presentation. Blanket 100% grading of other teams' presentations across all categories of consideration indicates lack of discrimination and thoughtfulness. Such grading will be penalized.

Consumer Behavior project

Develop a marketing segmentation strategy for a product/service new to the market you have chosen.

This group project is a simulated, hands-on experience in the application of consumer behavior principles in a marketing strategy.

Select a specific product/service/brand and assume your group is the management team running the company marketing the product/service/brand. Your product/brand should NOT be marketed in that segment yet. The product/service/brand may be real or fictitious.

Select any market segment in the US or any country, where your company will market your chosen product/service/brand. Each product/service/brand can be chosen by only one group on a first-come-first-served basis. Let me know as soon as your group chooses a product/service/brand.

Use the comprehensive strategy guideline posted in Canvas. Some points in the guideline are relevant to some countries but not to others. Use your own judgment based on what we learn during the semester. Do not include information irrelevant to your project.

- The Project Proposal should:
 1. **introduce** the background of the specific product/service/brand you have selected;
 2. **explain** why you think it has great potential in the target market segment
 3. **discuss** potential concerns and challenges when marketing this product/service/brand.
- The Final Report should contain:
 1. executive summary;
 2. product/service information/history;
 3. cultural analysis;
 4. detailed description of market segment;
 5. competitive analysis; and
 6. preliminary marketing plan.
- The Oral Presentation will be:
 1. presented by ALL group members, i.e. everyone has a speaking part;
 2. 15 minutes long (too long or too short will be penalized), followed by a 3 minute question-and-answer session;
 3. evaluated by the instructor and all your classmates. These evaluations will constitute your grade for the presentation. Blanket 100% grading of other teams' presentations across all categories of consideration indicates lack of discrimination and thoughtfulness. Such grading will be penalized.

Class Participation (10%)

Class Participation points are designed to encourage students to demonstrate active interest in the subject at hand. Full and enthusiastic engagement in class discussion is expected. Practice critical thinking and creativity. Listen attentively, and treat peers with patience and respect.

- **CLASSROOM DISCUSSIONS** - Participate enthusiastically and constructively. Demonstrate preparation by referring to assigned readings.
 - QUALITY of your contributions is important; QUANTITY counts too, but less so.
 - Clarifying questions do not count as contributions to class participation.
 - Questions at Group Presentations count toward class participation.
- **OBSERVE Classroom Etiquette** (details below).
- **ATTENDANCE is required at guest lectures and all group presentations. Absences will be penalized (-25% total participation grade; -25% total project grade).**
- **USE NAME TENTS** at all times. If I don't know your name, I can't give you credit. If you make a contribution in class and are not sure your credit has been recorded, check with me immediately after class the same day. This is your responsibility.
- Use of **CELL/SMART PHONES** in class is distracting and discourteous. Your participation will be penalized.
- **NEGATIVE PARTICIPATION GRADING** - If you engage in behaviors that distract from the class's learning environment (such as using a smart phone, allowing screens other than the relevant power point, showing disrespect for classmates, arriving late or leaving early without notice), you will receive **-1%** for each such infraction.

Classroom discussions*	6 points per class	23 classes	72 points max.*
Project presentations	6 points per case	2 sessions	12 points max.
Attend guest speakers	10 points per session	2 sessions	20 points max.
TOTAL			104 points max.

Each student's Class Participation points will be totaled and an interim score will be posted at spring break and updated again at the end of the course. The total will constitute 10% of the final grade.

Note: * Classroom discussions - Technically, 6 points per day for 23 classes = total 138 points. However, it is not possible or necessary for every student to speak up in every class, so this is an incentive for students who contribute frequently to give speaking opportunities to others.

Classroom Etiquette

Inappropriate behavior in class distracts from the ability of others to benefit from their in-class experiences. Such inappropriate behavior includes arriving late, leaving early, conducting independent conversations, surfing the web during class, etc. Rude and inappropriate behavior will not be tolerated. Since it is the instructor's responsibility to provide an environment that is conducive to learning for everyone in the class, points will be deducted from the grade of any student who chooses to repeatedly distract others. In particularly egregious cases, the student will be permanently removed from the class.

Under no circumstances will students be permitted to spend their class time working on assignments for other classes, checking email, surfing the web, or printing out homework. Attempts to pursue such activities will be reflected in lower grades and may lead to removal from the class.

Electronic Devices in Class

Use of smart phones and similar devices are prohibited in the classroom (University rule). Phones must be turned off during class. Students are not permitted to use their phones during class time, including texting.

Laptop computers may be used to take notes during class, as long as this does not distract you or me or other students.

Exam Protocols

All electronic devices are prohibited during exams. Anyone with a phone or smart watch on his/her person during an exam will be asked to leave the exam.

No hats.

If you leave the exam room during an exam, you will not be permitted to return.

Please note that exam time includes time for bubbling in multiple choice answer sheets. Extra time will not be granted for this purpose.

Guest Speaker Protocols

No devices/screens. Take notes the old-fashioned way (paper and pen/pencil).

No hats.

Sign in before the speaker begins. There will be a seating chart in addition to sign-in sheets.

Smart phone photos of screens, slides, etc., are not allowed without the speaker's permission.

Quality of Work

Professional quality work is expected, both in terms of content and presentation.

- Spelling, grammar, punctuation, clarity of expression, and presentation will count in every piece of work you do in this course. If these issues are challenging for you, or if you'd just like to improve your writing, take advantage of the free services of the Writing Resource Center.
- You are graded in this course (and likewise judged in the 'real' world) based on what you say or write and how you present. If mechanics are sloppy, your good ideas may be difficult to appreciate. If presentation is polished but ideas are sloppy, results will be mediocre, accordingly.
- Students whose native language is not English must meet the same quality requirements as other students.

Team Work (group project)

Each team is responsible for organizing itself, dividing up the work, and deciding how relative contributions should be measured. Remember, peer evaluation at the end of the project constitutes part of your grade for the project.

Suggestion: At the very beginning of the project, formulate and record team rules and expectations. These will drive the culture of your group and should facilitate smooth functioning. In case there are dysfunctional team dynamics, it is your responsibility to promptly inform the instructor and to seek her help. In extreme circumstances, uncooperative group members may be removed from the project.

The group project is a half-semester-long team project. Once you have defined and submitted your proposal, you should notice numerous relevant topics discussed during classes. It may be useful to nominate a team member to record such topics, in order to have them handy when you work on the project. It is strongly recommended that you do not leave research and compilation to the weekend before your hand-in.

5. Homework (14%) + Homework Extra Credit (2%)

- All assignments are due at the beginning of class, i.e. 2:30 pm on the due date.
- There are 10 homework assignments. Your best 7 grades will be counted.
- You may drop or ignore up to 3 assignments. Use your freedom to drop assignments as a way of dealing with illness, injury, necessary travel and attendant delays, death in the family, fire or other calamity in your residence, dogs eating homework, malfunctioning or stolen cars, malfunctioning computer, printer, USB, or memory. Dropping the first 3 assignments with plans to do the last 7 is a risky strategy.
- If you turn in all 10 assignments satisfactorily, you will receive **extra credit of 2%** on your final grade for the course.
- Subject matter from all 10 assignments may be on exam questions.
- Assignments must be printed, double-spaced, in 12-point type, and no longer than 1 page.
- YOU are responsible for printing your assignment. Campus printers are notoriously out of order when assignments are due. Plan for such contingencies.
- Hand written assignments are NOT acceptable.
- Please put your name in the top RIGHT corner of your paper.

GLOBAL MARKETING Homework Assignments

1. **DUE Jan.13:** Poorly Made in China by Paul Midler

Read excerpt on Canvas. In addition it will be helpful to read the following articles about this book:

- The Economist (May 2009) http://www.economist.com/books/displaystory.cfm?story_id=13642306
- Digital Journal (August 2009) <http://www.digitaljournal.com/article/276715>

What have you learned?

Why do you think this book is on The Economist magazine's list of Best Books of 2009?

What has changed in the last 10 years about doing business in China?

2. **DUE Jan.27:** Social Responsibility & Ethics article

Find a news item from any 2017-2020 media source (print or internet) regarding Social Responsibility and/or Ethics in the global arena. Give the name and source of your news item. Write a brief précis of your article. (Note the meaning of 'précis'.)

3. **DUE Feb.3:** the art of woo by G. Richard Shell & Mario Moussa

Read the summary of "the art of woo" book in Knowledge@Wharton (link below). What are the main ideas proposed in this book? <http://knowledge.wharton.upenn.edu/article/the-art-of-woo-selling-your-ideas-to-the-entire-organization-one-person-at-a-time/>

4. **DUE Feb.19:** Unconventional Communications

Global media planners must think 'outside the box'. Describe an advertising campaign or an unusual marketing effort that was presented in the global arena in a non-traditional way. (Suggestion: In case you're unclear about the interpretation of this topic, look over the end of the PPT for this class.) Do not use an example from the PPT or reading materials.

5. **DUE Feb.24:** What did you learn from the Kuehne & Nagel web site?

Send me an e-mail in memo format describing one interesting thing you learned from the web site of Kuehne & Nagel: https://www.kn-portal.com/about_us/about_us/

No attachments, please. Maximum 200 words; minimum 100 words. State word count.

CONSUMER BEHAVIOR Homework Assignments

6. DUE Mar.16: Dinner exercise

Go out for dinner (or lunch) at a restaurant with a companion. Observe details of the environment – lighting, colors, scents/smells, fabrics, drapes/window treatments, floor coverings, noise level, music, table setting, menu presentation, other diners, style of service. Notice the effect of these details on your experience in the restaurant. What is the point of this exercise?

7. DUE Mar.23: Are you what you buy?

What does your stuff say about you personally? Focus on one product/service, or one category, as it applies to you.

8. DUE Apr.13: Who influences you?

Choose one product or service you buy regularly, and identify the person(s) who influenced you to make that purchase decision. In terms of what you have read about decision making and influencers, categorize this influence. Have you ever questioned that decision? Why or why not?

9. DUE Apr.22: What did you learn?

Send me an e-mail in memo format describing one interesting thing you learned from the April 20 presentation of Guy Powell, our guest speaker.

No attachments, please. Maximum 200 words; minimum 100 words. State word count.

10. DUE Apr. 22: New product

Define what makes a product new. (Research this.) Describe a product that is new on the world market (i.e. not just marketed in the US). What is the product and what makes it new? Note: a new model or version of an existing product does not qualify as ‘new’ for this exercise.

6. Writing Resources Center Extra Credit (1½ %)

Effective and professional writing is essential for all business students, and especially in the field of marketing. If you can’t market yourself properly, how can you be entrusted with marketing a brand?

The Writing Resources Center (WRC) is a free resource on campus, offering one-to-one tutoring to UNCC students, faculty and staff. Your tutor can help you with essential skills like grammar, proofreading, editing, and avoiding plagiarism. This is a great place to gather advice on correct ways to list references. The WRC’s mission statement says, “Our goal is not to fix papers, but to develop better writers.”

WRC offices are in several locations, including Cameron 125, Atkins library and Cone 268. Make an appointment for an in-person consultation: <https://uncc.mywconline.com/> Due to limitations of the WRC, virtual consultations cannot be used for case studies.

Even if you are already a strong writer, you can benefit from a visit to the WRC. Ask your tutor to email the standard 1-page report to you afterwards. If you forward that report to the instructor within a week of the assignment’s due date, you will receive extra credit for that assignment. Your extra credit will be confirmed by return email.

- Case Analysis Write-Up
 - IN PERSON appointments only; no virtuals for this
 - both partners must attend for both to receive credit (if only one partner attends, only that partner receives extra credit)
 - extra credit = 33% of your grade on that case
 - maximum 1 case may be used for extra credit (If you go to the WRC for both cases, your credit from the higher of your two scores will be counted.)

All WRC extra credit claims must be submitted by 5:00 pm on Thursday April 23.

7. 'Tiny Habits' Extra Credit (2%)

During the Consumer Behavior segment of the course, we will study a unit on Learning & Memory. At this time you will be exposed to the Tiny Habits program. You may choose to participate in this week-long program, for which 2% extra credit is offered, being equivalent to one homework assignment.

If you complete a Tiny Habits exercise, please forward me the final email from your coach, confirming your participation. I will confirm your extra credit by return email.

The Tiny Habits exercise must be completed and submitted by 5:00 pm on Monday April 20.

The Tiny Habits program is administered by Professor BJ Fogg at Stanford University. This is an independent program and is completely out of my control. There are occasional administrative hiccups, so I strongly recommend that if you plan to do this program, you don't leave it to the last minute. Extensions will not be granted for hiccups.

UNIVERSITY POLICIES

Cell phones & Computers in class:

1. The use of smart phones, pagers, and other communication devices is disruptive, and is therefore prohibited during class.
2. Students may use computers during class for note-taking and other class-related work **only**.

Students using smart phones or using computers during class for work not related to that class must leave the classroom for the remainder of the class period.

Academic integrity: All UNCC students have the responsibility to be familiar with and to observe the requirements of The UNCC Code of Student Academic Integrity. Imprint these on your brain. *This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNCC. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.*

<http://www.legal.uncc.edu/policies/ps-105.html>

Religious accommodation for students: *UNC Charlotte provides reasonable accommodations, including a minimum of two excused absences each academic year, for religious observances required by a student's religious practice or belief. Such reasonable accommodations must be requested in accordance with the procedures in this Policy, and include the opportunity for the student to make up any tests or other work missed due to an excused absence for a religious observance. Regardless of any accommodation that may be granted, UNC Charlotte students are responsible for satisfying all academic objectives, requirements and prerequisites as determined by their instructor and the University. Please submit a [Request for Religious Accommodation Form](#) to the instructor prior to the census date, January 22, 2020. Or speak to the instructor in person.*

<https://legal.uncc.edu/policies/up-409>

Statement on Diversity: *The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.*

Accommodations for Disabilities: *UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at [704-687-0040](tel:704-687-0040) or visit the office in Fretwell 230.*

This Syllabus is subject to change. Changes will be announced in class and posted on Canvas. It is the student's responsibility to monitor information and keep up with changes.