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## **COURSE SYLLABUS: MKT 2100 Principles of Marketing**

Winter 2014, Online

Instructor: **Rajiv Kashyap, Ph. D.** email: kashyapr@wpunj.edu (email)

**Text:** Marketing, 4<sup>th</sup> edition by Druv Grewal and Michael Levy, McGraw-Hill Irwin.

**Course Objectives:** The basic objectives of this course are to provide you with a broad introduction to marketing concepts, help you understand the factors that influence marketing decisions, and focus attention on the vital role of marketing in today's global economy. The specific objectives for student learning under this broad goal are:

1. To understand how organizations identify customers and their wants/needs.
2. To comprehend marketing decisions, based upon the combination of product, price, promotion, and distribution elements. In this course, you will study consumer and industrial markets and understand the value of the marketing mix in the marketing planning process.
3. To understand marketing is carried out by an organization to meet the requirements of domestic and international buyers, both households and businesses, within the bounds of ethics and the legal environment.
4. To apply key frameworks and methods, and develop analytical skills to solve marketing problems.
5. To provide you with a firm foundation in marketing theory and marketing lexicon.
6. Another course objective is to relate the impact of marketing and its integration with your own major or field of interest.

### **Student Learning Outcomes**

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

1. Use a vocabulary of marketing terms correctly.
2. Demonstrate the ability to critically evaluate a marketing program from consumer and marketing practitioner viewpoints, including consideration of ethical implications.
3. Communicate clearly, in an organized fashion, the concepts of marketing in both oral and written work.
4. Demonstrate an understanding of how marketing fits with the other business disciplines within an organization.

**Course Description:** The course will be taught online. We will use Blackboard as the primary vehicle for course delivery. We will utilize readings, interactive exercises, discussion boards, online quizzes, exams, and a marketing plan project.

**Course Geography:** The course is divided into 21 study days including 4 exam days and 4 days reserved for submission of different components of your marketing plan. Each study day (on which you are not required to take an exam or submit a section of your marketing plan), you are expected to

1. Read one chapter from the text and prepare a chapter summary (critical)
2. Take a Quiz (**required**)
3. Post bonus answers to questions that you missed on the quiz (desirable)
4. Complete a set of Interactive Exercises for 9 out of 20 chapters (**required**)
5. Conduct research for and write up your marketing plan (**required**)
6. **Take an exam when scheduled (required)**

You should read the textbook section first and prepare a chapter summary of the key concepts. Next, review the materials contained under **Course Documents**. There are learning objectives, enhanced PowerPoint presentations, Interactive Exercises (to help you understand and apply concepts), and multiple choice practice quizzes (not for credit) in this section. These will help you prepare for your daily quiz. The **Quizzes** section will contain the daily quiz for the chapter of the day. Each Exam (total of four exams) will be available beginning at 12:00 am and ending 11:59 pm of the designated day in the Exam folder. The Communications menu under Tools in the left pane of the BB screen provides you with the ability to send email using BB. **Note that I will only send emails and reply to emails sent from your WP email account.**

**Technology Standards:** A broadband connection is highly recommended. This will alleviate problems that you may encounter due to slower dial-up connections such as timing out of quizzes, longer loading times for documents and media files, and so forth. Note that all the quizzes are set for a completion time of twenty minutes. Therefore, please try and ensure that you utilize a broadband connection for quizzes if you don't have one by using one of the labs on campus. For all technology related problems please contact the University support staff for BB. Please see [bb.wpunj.edu](http://bb.wpunj.edu) and follow the instructions

**Online Quizzes: You are required to take all twenty online quizzes.**

**To take a quiz, you must go to the Quizzes section of BB.** There you will find a hyperlink to the quiz for the day. **Please click on the link only when you are ready to take the quiz.** Times and dates when quizzes will be available are described in a schedule at the end of this syllabus.

**Each quiz can only be taken once.** Please ensure that you take one online quiz every day starting May 21 throughout the semester except for days when sections of your marketing plan are due or you have an exam. Note that there will be **a time limit of twenty minutes to answer 25 questions** on each quiz. No credit will be awarded for any quizzes that have timed out.

Please note that:

1. questions will be presented one at a time on the quiz.
2. each question is worth ten points.

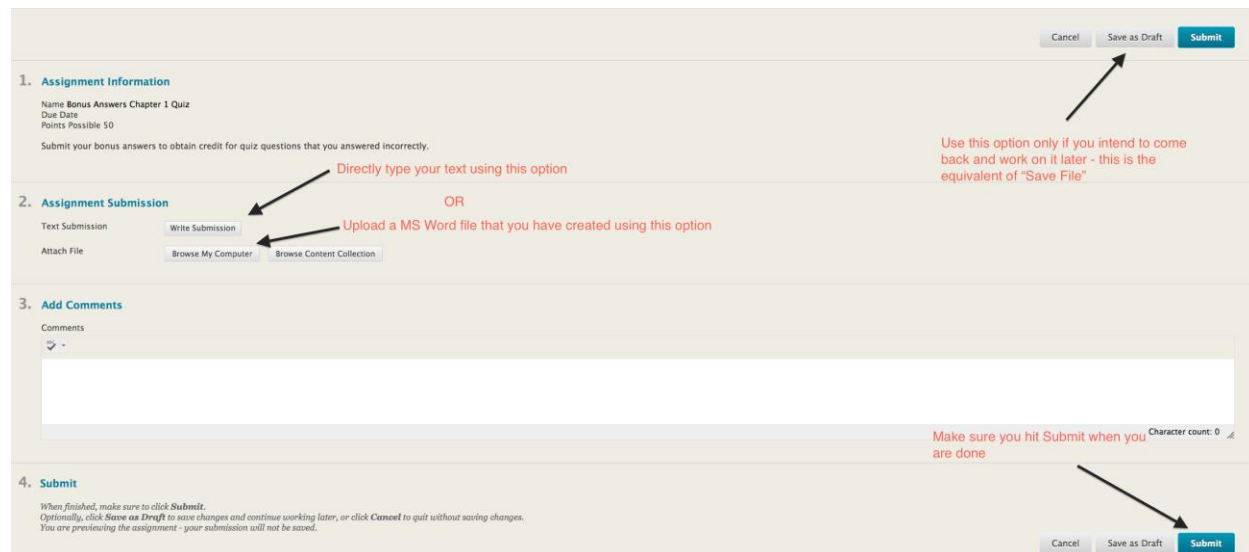
3. you will need to enter an answer before attempting the next question.
4. if you do not enter an answer, you will receive zero points for the question
5. you cannot backtrack to an unanswered question on the quiz – the system will lock you out (or rate it with an exclamation mark) and you'll receive zero points for the quiz.

**Bonus Answers:** *The purpose of these quizzes is to help you learn the material. Therefore, you will have the opportunity to earn up to fifty bonus points for up to 5 questions incorrectly answered on each quiz.* Note that your quiz + bonus answers score can never exceed 250 points for any quiz.

**BONUS ANSWERS MUST BE SUBMITTED BY 11:59 PM ON THE DAY AS THE QUIZ IN ORDER TO RECEIVE CREDIT**

In order to earn bonus answer points you must prepare a descriptive answer for each incorrect question and follow these guidelines:

- a. Describe the concept/s referred to in the question in your own words. If you use the text description, no credit will be awarded. Your answer must be no less than 100 words in length
- b. Describe a business situation in which the concept might be applied – again if you use an example from the text, no credit will be awarded.
- c. Submit your bonus answers by using one of the options available in the folder marked **Bonus Answers Submissions (see illustration below)**



The following example demonstrates these guidelines.

Customer value is:

- A. the cost of your product divided by the cost of the best competitor.
- B. the difference between all the benefits derived from a total product and all the costs of securing those benefits.
- C. the current cost of a product relative to its normal or average cost.

- D. all the benefits a customer receives from a product.
- E. all of the above

Say you incorrectly answered this multiple choice question about customer value and instead of choosing option B, you chose another option. To earn bonus points, you could turn in an answer as follows:

*Customer value is defined from the perspective of the consumer as the benefits received for costs given up to obtain those benefits. For example, consider an iPod. Benefits to consumers include relief from boredom during a commute or at the gym, pleasure of listening to one's favorite artists, enhancing one's self image, and the ability to listen to a favorite professor's podcasts. Costs to obtain these benefits would include the price paid for the iPod, the cost of any accessories that you may need including cases, chargers, and USB connectors, and other hassle costs such as the time and effort associated with shopping for and physically obtaining the product.*

Note in the above description **value is described in my own words**. In addition, I have **used an example from my own experience** to illustrate the concept and help understand how a customer infers the perceived value of an iPod.

**Interactive Exercises:** There are a total of 27 Interactive exercises that relate to nine chapters of the text. These exercises are very helpful in testing your understanding of key concepts and takeaways from the chapters. Please complete these exercises and submit them to the appropriate assignment in the folder marked Interactive Exercises Submissions. Note that when you complete each exercise, you will be given the option to **print, save or email** the results of your exercise. Please save your results as a text file on your local computer and then cut and paste, or upload the file. Note that **results for each set of interactive exercises must be submitted on the day that the chapter is scheduled.**

**LATE SUBMISSIONS WILL NOT RECEIVE ANY CREDIT**

#### **Exams**

**Each exam will consist of a combination of multiple choice and short essay questions. There is a time limit of 30 minutes for each exam. Exams will be made available at 12:00 am on the date marked in the syllabus and will end at 11:59 pm of that day.**

**NO EXCUSES OR EXCEPTIONS**

**Marketing Plan:** You are required to prepare a marketing plan for a new product chosen from the Best New Products of 2013 as designated by the Industrial Design Society of America available from the following website:

<http://www.idsa.org/idea-2014-gallery>

Once you have chosen a product, you will need to write up a marketing plan in four sections according to the guidelines provided below. Note the following due dates for submission of sections:

- 1. Market Analysis due before 11:59 pm Dec 27 2014**

2. **Market-Product Focus due before 11:59 pm Jan 1 2014**
3. **Marketing Program Strategy and Tactics due before 11:59 pm Jan 6 2014**
4. **Complete Marketing Plan including Executive Summary, supporting tables and figures due before 11:59 pm Jan 11 2014**

### Detailed Guidelines for Marketing Plan

The following guidelines should assist you in the development of your marketing plan. Additionally, the text (Appendix 2) provides some more pointers as to the sources of information you can use to develop a marketing plan. Please visit the library website to write up a marketing plan. See [http://guides.wpunj.edu/Principles\\_of\\_Marketing](http://guides.wpunj.edu/Principles_of_Marketing) Look at the tabs on the page and explore the Library Databases, Companies and Products information sources, Industry and Market Trends, Demographics, and Useful Links (screenshot) to conduct research.

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**What is in this guide?**

This guide provides tips for researching a relatively new business. The information in this guide will assist you in developing a marketing plan.

Comments (0)

**Developing Marketing Plans**

Here are several online books from the Cheng Library

**THE MARKETING PLAN**  
Third Edition  
WILLIAM H. LUTHER  
ISBN: 0814471013  
The marketing plan how to prepare and implement it

**MARKETING PLANS**  
HOW TO PREPARE THEM, HOW TO USE THEM  
Malcolm McDonald and Hugh Wilson  
ISBN: 0470669977  
Marketing plans how to prepare them, how to use them

**THE HANDBOOK**  
How to Write a Marketing Plan  
ISBN: 9780749461508  
How to write a marketing plan

**The Entrepreneur's Guide to Market Research - Anne M. Wenzel**  
ISBN: 9780313396052  
Publication Date: 2012-01-01  
The Entrepreneur's Guide to Market Research

Comments (0)

**Marketing 101 Videos from the SBA**

Marketing 101

0:00 / 12:42

Comments (0)

**Other Resources**

- Small Business Marketing Tips

Comments (0)

### **Market Analysis (two to four single spaced pages)**

The two main subsections to be covered include a customer analysis and a competitor analysis. The customer analysis section should describe customer segments and their needs, and value sought and provided by your solutions. The competitor analysis should focus on industry and market structure, major competitors, market growth, and bases for competition.

#### *Customer analysis (one to two single spaced pages)*

Customers can be described in terms of geographic, demographic, psychographic, and behavioral attributes. Analyzing customers from this perspective can be a useful way to categorize what you know about potential and actual customers and help identify and confirm market opportunities.

- *Market Demographics* - Consumer wants, preferences, and the frequency of their purchases are often associated with demographic information. In terms of demographics, consider information about your markets age, gender, nationality, education, household composition, occupation and income.
- *Market Geographics* - This factor addresses where your customers are physically located. A landscape architect may serve those people within a specific climate or region. If you are marketing your services over the Internet, your client's physical location may be irrelevant.
- *Market Psychographics* - The market can also be described in terms of psychographic information. This is more challenging than the previous categories because it is less quantifiable and more subjective. Psychographics categorize people on the basis of their lifestyle or personality attributes. For example, the lifestyles and personality attributes of people in a large metropolitan city are going to be quite different from those of a small agricultural-based community. Consider the general lifestyles or personalities that best describe your market.
- *Market Behaviors* - Buyers can also be analyzed based on their knowledge, attitude, use, or response to a product. These behavioral variables may include the occasions that stimulate a purchase, the benefits they realize, the status of the user, their usage rate, their loyalty, the buyer-readiness stage, and their attitude toward the products you offer.
- *Market Needs* - This may be the most important topic in your marketing plan. Always emphasize the market need that is sought to be filled. What value is being provided? Marketing efforts will always benefit from focusing on the benefits provided, rather than benefits realized. Value is realized in tangible and intangible forms – e.g., saving time, effort, or money. Will the solutions enhancing customer net worth, self-confidence, or potential? Will the solutions minimize real or perceived risks, fears, or liabilities?

#### *Competitor Analysis (one to two single spaced pages)*

- *Industry Analysis*: Include a list of all competitors, and categorize them into major and minor threats. Prepare a summary of competitor products including (wherever relevant) their location, quality, advertising, staff, distribution methods, promotional strategies, customer service, etc.

- *Competitors' Strengths and Weaknesses:* Examine each competitor's strengths and weaknesses from the *customer's viewpoint*, not yours. List strengths and weaknesses, and state how your solution will capitalize on their weaknesses and meet the challenges represented by their strengths.
- *Basis for Competition:* Provide readers with a sense of the basis for competition in the industry. For instance, do firms compete on the basis of differentiated products and services, or price, or distribution capacity, or brand equity created through heavy investments in advertising and promotion?
- *Market Growth* Is the market growing, is it static, or is it shrinking? Cite growth rates in terms that fit the available information and industry. Determine if growth is best expressed in the number of potential customers, projected dollar sales, projects completed, Web site projects, tax reporting hours, yards to landscape, or whatever best fits the case and your audience. If you are projecting the market will experience growth, briefly describe how you are going to leverage your strengths to take advantage of the market growth. If the market is static or shrinking, your task is much more challenging. You will need to take away market share from your competitors to experience growth in your business. Check for reality. Are your growth rates reasonable, based on the characteristics of your market? Are they believable? Can you defend them?

### **Market-Product Focus (1 to 2 single spaced pages)**

This section defines the scope of the marketing plan (i.e. where to compete and why?) Begin with a statement of plan objectives, clearly separating these into marketing and other business goals. Ensure that objectives are quantified and measurable wherever possible (e.g. 5 % growth in market share over the next five years). Provide details and rationale for pursuing target markets, segmentation and positioning decisions, and emphasize points of difference between the firm's products / services and those of its competitors.

*Marketing goals* - Think about sales, market share, market positioning, image, awareness, and related objectives. Remember to make your objectives concrete and measurable. Objectives that can't be measured can't be tracked and followed up, so they are less likely to lead to implementation. The capability of plan-vs.-actual analysis is essential. *Financial objectives* are very different from marketing objectives. For example, a financial objective might be to increase profits by 10%, while the associated marketing objective to attain the profit goal might be to increase market share by 3%. Explain why your business is focusing on these specific target market groups. What makes these groups more interesting than the other groups that you've ruled out? Why are the characteristics you specify important?

*Target Markets* - This is more important for some businesses than others. A restaurant, for example, might focus on one set of upper-income customers instead of another, for strategic reasons. An accounting firm might focus on certain business types whose needs match the firm's expertise. Some fast food restaurants focus on families with children under driving age. Strategy is focus, it is creative, and it doesn't follow pre-written formulas.

*Positioning* - The positioning statements should include a strategic focus on the most important target market, that market's most important market need, how your product meets that need, what is the main competition, and how your product is better than the competition. Consider this simple example: *For [target market description] who [target market need], [this product] [how it meets the need]. Unlike [key competition], it [most important distinguishing feature].*

### **Marketing Program Strategy and Tactics (4 to 6 single spaced pages)**

The marketing strategy should be discussed in terms of the four elements of the marketing mix: product, place, price, and promotion. Specific product, pricing, distribution, and promotional goals should be included in this section under the subsections containing each marketing mix element strategy. Specific actions to achieve these goals should also be highlighted and discussed in each section.

*Product strategy and tactics (1 to 1.5 single spaced pages):*

- For instance, you may choose to elaborate product strategy in terms of proposed changes in quality, product line additions/deletions, specific product/brand positioning strategies, and packaging decisions.

*Pricing strategy and tactics (1 to 1.5 single spaced pages):*

- Discuss price strategy in terms of proposed changes (short or long term) in pricing for different segments, product lines, brands, or services.

*Distribution strategy and tactics (1 to 1.5 single spaced pages):*

- Develop distribution strategy by discussing proposed expansion / consolidation of channels including any plans to improve supply chain efficiencies, and proposed modifications of channel structures.

*Promotion strategy and tactics (1 to 1.5 single spaced pages):*

- Discuss promotion strategy in terms of advertising, consumer, and trade (distributor) promotions including plans to increase or change advertising, and consumer and trade discounts, rebates, or allowances. This section reflects your recommendations on how to compete and achieve a competitive advantage.

### **Executive Summary (1 single spaced page)**

This section should be written after you have completed all sections of the report although it should appear first in the report. Here are some tips for writing a concise and accurate executive summary:

1. *Explain the product, its benefits, value proposition, and market environment (no more than two to three sentences)*
2. *Summarize your recommendation and explain its applicability to the product. Specifically, targeting, segmentation, and positioning strategies (two to three sentences).*
3. *Ensure that you have summarized the key takeaways in terms of your product, price, place (distribution), and promotion (one sentence for each element of the marketing mix)*
4. *Provide evidence to support your recommendation. Why do you think this will work? Use similar cases from the same or other industries (two to three sentences).*

### **Communication**

Please ensure that you check your student mailboxes ([lastnameinitial@student.wpunj.edu](mailto:lastnameinitial@student.wpunj.edu)) for any special instructions or notices every day. You may email me at [kashyapr@wpunj.edu](mailto:kashyapr@wpunj.edu) if you need clarifications or have questions about the course. Please do not expect an immediate response to an email. I will normally reply within 24 hours, but may take longer sometimes when I am traveling.



**Academic Integrity**

In my experience, I have encountered two types of problems with respect to academic integrity: plagiarism and collusion. Reproduced below are excerpts from the official student handbook.

*Plagiarism is the copying from a book, article, notebook, video or other source, material whether published or unpublished, without proper credit through the use of quotation marks, footnotes and other customary means of identifying sources, or passing off as one's own, the ideas, words, writings, programs and experiments of another, whether or not such actions are intentional or unintentional. Plagiarism also includes submitting, without the consent of the professor, an assignment already tendered for academic credit in another course.*

*Collusion is working together in preparing separate course assignments in ways not authorized by the instructor. Academic work produced through a cooperative (collaborative effort) of two or more students is permissible only upon the explicit consent of the professor. The collaboration must also be acknowledged in stating the authorship of the report.*

**Grades**

Interactive Exercises	10%
Online Quizzes 20 @ 1% each	20%
Exams 4 @10% each	40%
Marketing Plan	30%
Total	100%

## COURSE SCHEDULE

Date	Topic / Activity	Quiz
Dec 22	Syllabus, Overview of Marketing	Chapter 1
Dec 23	Developing Marketing Strategies Interactive Exercises	Chapter 2
Dec 24	Social and Mobile Marketing	Chapter 3
Dec 25	Marketing Ethics	Chapter 4
Dec 26	Analyzing the Marketing Environment <b>Exam I due by 11:59 pm</b>	Chapter 5 <b>Chapters 1-5</b>
Dec 27	Consumer Behavior Interactive Exercises <b>Marketing Plan: Market Analysis Section due by 11:59 pm</b>	Chapter 6
Dec 28	Business-to-Business Marketing Interactive Exercises	Chapter 7
<b>Dec 29</b>	Global Marketing	Chapter 8
Dec 30	Segmentation, Targeting, and Positioning Interactive Exercises	Chapter 9
Dec 31	Marketing Research Interactive Exercises <b>Exam II due by 11:59 pm</b>	Chapter 10 <b>Chapters 6-10</b>
Jan 1	Product Branding, and Packaging Decisions <b>Marketing Plan: Market-Product Focus Section due by 11:59 pm</b>	Chapter 11
Jan 2	Developing New Products	Chapter 12
Jan 3	Services, The Intangible Products Interactive Exercises	Chapter 13
<b>Jan 4</b>	Pricing Concepts for Establishing Value Interactive Exercises	Chapter 14
Jan 5	Strategic Pricing Methods <b>Exam III due by 11:59 pm</b>	Chapter 15 <b>Chapters 11-15</b>
Jan 6	Supply Chain Management <b>Marketing Plan: Marketing Program Strategy and Tactics Section due by 11:59 pm</b>	Chapter 16
Jan 7	Retailing and Multichannel Management	Chapter 17

Jan 8	Integrated Marketing Communications Interactive Exercises	Chapter 18
Jan 9	Advertising, Public Relations, and Sales Promotions Interactive Exercises	Chapter 19
Jan 10	Personal Selling and Sales Management <i>Exam IV due by 11:59 pm</i>	Chapter 20
Jan 11	<b>Marketing Plan: Complete Marketing plan including Executive Summary, supporting tables, and figures due 11:55 pm</b>	

## STUDY TIPS AND TECHNIQUES

- The primary requirement for success in this course is the **ABILITY TO READ, COMPREHEND, AND EXPRESS YOURSELF THROUGH YOUR WRITING**. An online course is different from a traditional course in that there is no visual communication with the instructor or your peers. Hence, you must be prepared to devote extra time to comprehension via reading and analysis. If you are a first time online course taker, you will be surprised by the amount of extra time and effort that you will need to devote to the course. So please be prepared.
- **Get Organized!** You will need to set up a **DAILY ROUTINE** to work on course assignments. I would suggest the following sequence for each day:
  - **PASTE a copy of the course schedule (pages 10 and 11) on your desk, board, etc.** This will serve to remind you each day about what is due and by when.
  - *Log onto* the course website on Bb and check for any special **Announcements**.
  - *Read the assigned chapter* and prepare a chapter summary. In this summary, describe the concepts from the chapter in your own words and try and connect them to experiences that you have had, or heard, or read about. This helps to anchor the concepts in your memory. Save your chapter summaries as a word document and name it as yourfirstname-chapter#.doc. You can use this to study for your exam.
  - Log onto the course website on BB and *post your chapter summaries to the Discussion Board*. There is a huge benefit to sharing your work and learning from your peers. Download chapter summaries that have been posted by others and read them.
  - Go to **Course Documents**. *Review the enhanced PowerPoint slides* for the chapter assigned for that day.
  - Next, visit the **Interactive Exercises** page under **Course Documents** (if one exists for that chapter) and complete the Interactive Exercises. *Save and upload the results to the Interactive Exercises Folder on Bb*.
  - Click on the **Multiple Choice Quiz** and take the quiz to help you practice. Note that this is **NOT FOR CREDIT**.
  - **Visit the Quizzes section of the Course** by clicking on the appropriate dialog box in the leftmost panel of the website. Note that you have exactly twenty minutes to take the quiz. Answer each question in sequence. You do not have the opportunity to backtrack – if you start to refer your text to find an answer to a question, you will likely time out and receive a poor score for the quiz. You will receive immediate feedback and be informed as to which questions were incorrectly answered. You now have the opportunity to prepare and submit up to five bonus score answers for the questions that were marked incorrect on the quiz.
  - **GIVE YOURSELF SUFFICIENT TIME TO COMPLETE THE QUIZ – ELSE YOU WILL NOT HAVE TIME TO SUBMIT ANY BONUS ANSWERS TO THE QUESTIONS YOU WERE MARKED INCORRECT ON YOUR QUIZ**
  - Prepare your Bonus Answers, and upload it to the appropriate assignment under the Bonus Answers Submissions folder.

- You are now ready to work on the Marketing Plan. Use the Marketing Plan guidelines and conduct your research using the library webpage that has been created for the course at [http://guides.wpunj.edu/Principles\\_of\\_Marketing](http://guides.wpunj.edu/Principles_of_Marketing)
- Prepare a draft of the section of the Marketing Plan section that you are working on. Read it aloud to yourself and change words sentences depending upon how it sounds to you. Reiterate the drafting process until you are satisfied. Now run a spell check on the document and save it. As a practice, *you should aim to write between a half to three quarters of a page (single spaced) every day*. This will keep you on track to complete the Marketing Plan by the end of the course.

## SUCCESS FACTORS

- Avoid distractions and interruptions. Dedicate a fixed amount of time every day to work on the course and stick to it (5 to 6 hours daily).
- Be able to use the technology properly. You must have plug-ins that will allow you to open and view Word documents, PPT files, jpg files, and watch streaming video. If you are unsure about the capabilities of your computer, please contact the Bb support center.
- Communication: Keep in contact with me. Please email me if you need assistance for any course related matters.
- Identify a person or small group in the course and set up a study group via email or the Discussion Board.
- Set interim goals for yourself and stick to them. For instance, set your own deadlines for completing your research, marketing sections drafts, interactive quizzes, and online quizzes. This will help you avoid any penalties for missing deadlines. Be aware of course deadlines and stay on track.
- Make certain you know how to turn in assignments. Visit the Bb support center – and ask a STC if you still do not understand.
- Use the resources that are available to you. If you don't know how to use them, ASK.

**Note that this syllabus is a roadmap and we'll try to stick to it as far as possible. However, you are responsible for any and all changes announced on Bb.**