Course: Research for Marketing Decisions
Section: MARK 5327.001
Term: Fall 2016
Lecture Hours: TH 2:00 – 4:50 PM
Class Location: COBA 138

Instructor: Scott Hanson
Office/Phone: COBA 225; 817.272.2340
Email: scott.hanson@uta.edu
Profile: www.uta.edu/profiles/joseph-hanson
Office Hours: TU 2:00 – 3:00 PM; By Appt
Pre-Requisites: MARK 5311 AND MARK 5311 AND BSTAT 5301 OR Instructor Approval

Overview of information needs of the marketing decision-maker, with an emphasis on methods and techniques that may be employed for the collection and analysis of primary data. Major topics include design of research projects, generating primary data, questionnaire design, samplings for survey research, experimental design, controlling data collection, and data analysis.

Student Learning Outcomes
Based on active learning and participation in this course, students should be able to...

- Describe the marketing research industry and its varied members/participants
- Understand the purpose of conducting marketing research.
- Define the marketing research problem
- Describe the marketing research process
- Explain how marketing research supports strategic marketing management decisions
- Discuss major categories of marketing research methodology
- Understand strengths and weaknesses of marketing research data acquisition/collection methods
- Explain common scientific approaches to sampling and measurement
- Apply best practices in survey instrument design and development
- Generate and interpret fundamental descriptive statistics
- Demonstrate working understanding of advanced marketing research statistical/analytical techniques
- Develop skill in creating and presenting a marketing research report
- Generate recommendations for managerial action based on research findings

Required Materials

- Textbook
  Print ISBN: 9781119228325; 0136085431

- Qualtrics
  o Web-based software program to be used in executing your research project.
  o All students will be assigned accounts and instructed on how to use the program.
## Course Schedule (Subject to Change)

<table>
<thead>
<tr>
<th>DATE</th>
<th>Lecture</th>
<th>Text</th>
<th>Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>WK 01</td>
<td>The Role of Marketing Research in Management Decision Making</td>
<td>CH 01</td>
<td></td>
</tr>
<tr>
<td>08.25</td>
<td>Problem Definition, Exploratory Research, Research Process</td>
<td>CH 02</td>
<td></td>
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<tr>
<td>WK 02</td>
<td>Secondary Data and Big Data Analytics</td>
<td>CH 03</td>
<td></td>
</tr>
<tr>
<td>09.01</td>
<td>Online Marketing Research – Growth of Mobile &amp; Social Media</td>
<td>CH 06</td>
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<td>WK 03</td>
<td>Qualitative Research</td>
<td>CH 04</td>
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<tr>
<td>09.08</td>
<td></td>
<td></td>
<td>Client Brief</td>
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<tr>
<td>WK 04</td>
<td>Traditional Survey Research</td>
<td>CH 05</td>
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<tr>
<td>09.15</td>
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<tr>
<td>WK 05</td>
<td>Exam I</td>
<td>CH 01 – 06</td>
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<tr>
<td>09.22</td>
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<tr>
<td>WK 06</td>
<td>Primary Data Collection: Observation</td>
<td>CH 07</td>
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<tr>
<td>09.29</td>
<td>Primary Data Collection: Experimentation and Test Markets</td>
<td>CH 08</td>
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<tr>
<td>WK 07</td>
<td>The Concept of Measurement and Attitude Scales</td>
<td>CH 09</td>
<td>Research Proposal</td>
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<tr>
<td>WK 08</td>
<td>Questionnaire Design</td>
<td>CH 10</td>
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<td>10.13</td>
<td>Intro to Qualtrics</td>
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<td>WK 09</td>
<td>Basic Sampling Issues</td>
<td>CH 11</td>
<td>Discussion Guide</td>
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<tr>
<td>10.20</td>
<td>Sample Size Determination</td>
<td>CH 12</td>
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<tr>
<td>WK 10</td>
<td>Exam II</td>
<td>CH 07 – 12</td>
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<tr>
<td>10.27</td>
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<tr>
<td>WK 11</td>
<td>Data Processing and Fundamental Data Analysis</td>
<td>CH 13</td>
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<tr>
<td>11.03</td>
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<tr>
<td>WK 12</td>
<td>More Powerful Statistical Methods</td>
<td>CH 14</td>
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<td>WK 13</td>
<td>Communicating the Research Results</td>
<td>CH 15</td>
<td>Online Survey</td>
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<td>WK 14</td>
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<td>Final Exam</td>
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<td>12.13</td>
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Attendance Policy
The University of Texas at Arlington does not require professors to take attendance. Rather, each faculty member is free to develop his or her own methods of evaluating students’ academic performance, which includes establishing course-specific attendance policies. I prefer not to record attendance and choose not to include it as an explicit component of the course grade. Frankly, I believe there is an inherent penalty to repeated or prolonged absences from lecture. However, to complete university-required documentation and to facilitate my learning of names and faces, I will record attendance through the Census Date (Feb 03). Please make sure to record your attendance during each class meeting.

Knowledge Assessment
Final grades will be calculated based upon the following formula and grade classifications:

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<thead>
<tr>
<th>Assessment</th>
<th>Due</th>
<th>Share</th>
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<tr>
<td>Exams</td>
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<tr>
<td>Exam I (CH 01 – 06)</td>
<td>09.22</td>
<td>13%</td>
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<tr>
<td>Exam II (CH 07 – 12)</td>
<td>10.27</td>
<td>13%</td>
</tr>
<tr>
<td>Exam III (CH 13 – 15)</td>
<td>12.01</td>
<td>13%</td>
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<tr>
<td>Final Exam (Comprehensive)</td>
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<td>30%</td>
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<table>
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<tr>
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<th>Due</th>
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</thead>
<tbody>
<tr>
<td>Assignments</td>
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</tr>
<tr>
<td>Research Proposal</td>
<td>10.06</td>
<td>7%</td>
</tr>
<tr>
<td>Discussion Guide</td>
<td>10.20</td>
<td>7%</td>
</tr>
<tr>
<td>Online Survey</td>
<td>11.17</td>
<td>7%</td>
</tr>
</tbody>
</table>

| Class Attendance/Participation | 10% |

Letter Grades
Your letter grade will be determined based on the points accrued by completing the above course components. There will be NO predetermined grade distribution or grading curve. Scores will be rounded to the nearest whole number.

Final Grades
Students’ final grades will reflect their effort and performance in the course. Although I will extend you every reasonable form of assistance and support to help you succeed, your grade is ultimately your responsibility. I expend every effort to maintain complete objectivity during grading and to treat each student with the degree of professional respect and fairness I would extend to colleagues in the workplace. That said, I do not make a practice of adjusting grades through extra credit assignments (beyond any offered to the entire class) or general “tweaking” to bring a final grade to a level acceptable to the student or other interested parties, including family, friends, and university officials.

Exams (62.5% of Final Grade)
There are four exams in the course. The first three exams will cover specific chapters in the text; the final exam will be comprehensive, covering all chapters in the text. Students are responsible for the material covered in the specified chapters of the course text as well as any supplemental information presented in lecture and any practical elements addressed as part of the Team Project.

Make-Up Exams: Make-Up Exams will be given only for University-approved reasons (e.g., medical with doctor’s note). Departmental policy is to take applicable make-ups on specified (TBD) days. There will be no “convenience” make-ups.
Assignments (22.5% of Final Grade)
The marketing research industry is inherently project-based. And projects are appropriately built around business issues. Accordingly, this course includes a series of assignments intended to introduce students to the critical elements of marketing research projects conducted in the professional world.

Client Brief: Students will be provided with a client brief describing a business issue and information need. This brief will serve as the basis for the three assignments in the course.

Research Proposal: The first step in any marketing research project is the development of a research proposal that accurately captures the client’s business issue and proposes a research design that will provide the information necessary to make a business decision. Students will be required to translate the Client Brief (or Request For Proposal) into a cogent proposal that includes the following components:

- **Background**: Brief summary of relevant background information, business issues, and/or business objectives driving the need for information (and the desire for a primary research project).
- **Research Objectives/Questions**: Goals of the research project, including any information that must be gathered, questions that must be addressed, and/or decisions that must be made with the research.
- **Methodology**: General overview of and justification for the recommended research methodology.
- **Detailed Methods**: Detailed description of any/all sample specifications, qualifying criteria, data sources, data collection methods, and analytic techniques to be used in the research project.
- **Deliverables**: Detailed summary (and often representative examples) of what the client will receive at the end of the project, including a description of the report, decision tools, and guidance for specified business decisions.
- **Project Specifications**: Timeline and estimated costs to conduct the research as described in the proposal.

Discussion Guide: Many marketing research efforts begin with exploratory qualitative research, whether that is executed as depth interviews, focus groups, or any other of the qualitative methods covered in the course. Students will develop a discussion guide to address the client’s issues via the recommended methodology.

Online Survey: The most frequently used tool in the marketing researcher’s toolbox is the online survey. Students will construct a survey that appropriately identifies (screens for) the target audience, covers the critical topics, and follows the recommended flow to achieve the stated research objectives.

Project Mentality
I am not the type of professor who pushes information at students and then expects them to spit it back to him. True, there is that element in any course (it’s called assessment of knowledge). But, a large part of this course involves applying the information in the text and lecture to a specific business issue. This is the point where you are responsible for figuring things out.

For many students, this will be your first course in the MSMR program. So, I guess this will serve as a statement of philosophy (or a warning): I believe that too much direction stifles creativity. Not to mention it fails to train you to think through the problem. I further believe that students benefit most from working through a problem by applying their knowledge and available tools. Eventually this will be your normal routine – so, you might as well get comfortable with it sooner than later.

Out-Of-Class Study/Time Expectations
Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least an additional nine hours per week of their own time in course-related activities, including reading required materials, completing assignments, and preparing for exams.
University of Texas at Arlington Syllabus Policies & Procedures

Academic Integrity
Students enrolled all UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington’s tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.

I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

UT Arlington faculty members may employ the Honor Code in their courses by having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System Regents’ Rule 50101, §2.2, suspected violations of university’s standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student’s suspension or expulsion from the University. Additional information is available at https://www.uta.edu/conduct.

Drop Policy
Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. Students will not be automatically dropped for non-attendance. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (http://wweb.uta.edu/aao/fao/).

Final Review Week
A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week unless specified in the class syllabus. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Grade Grievances
Any appeal of a grade in this course must follow the procedures and deadlines for grade-related grievances as published in the current University Catalog:

- Undergraduate Courses:  http://catalog.uta.edu/academicregulations/grades/#undergraduatetext
- Graduate Courses:  http://catalog.uta.edu/academicregulations/grades/#graduatetext
Student Feedback Survey
At the end of each term, students enrolled in classes categorized as “lecture”, “seminar”, or “laboratory” shall be directed to complete an online Student Feedback Survey (SFS). Instructions on accessing the SFS for this course will be sent directly to each student through MavMail approximately 10 days prior to the end of the term. Each student’s feedback enters the SFS database confidentially; data from all students enrolled in the course are reported in aggregate. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly encouraged to participate. For more information, visit http://www.uta.edu/sfs.

Electronic Communication
UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at http://www.uta.edu/oit/cs/email/mavmail.php.

Student Support Services
UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs.

For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at http://www.uta.edu/universitycollege/resources/index.php.

The IDEAS Center (2nd Floor of Central Library) offers free tutoring to all students with a focus on transfer students, sophomores, veterans and others undergoing a transition to UT Arlington. To schedule an appointment with a peer tutor or mentor email IDEAS@uta.edu or call (817) 272-6593.

The English Writing Center (411LIBR): The Writing Center Offers free tutoring in 20-, 40-, or 60-minute face-to-face and online sessions to all UTA students on any phase of their UTA coursework. Our hours are 9 am to 8 pm Mon.-Thurs., 9 am-3 pm Fri. and Noon-6 pm Sat. and Sun. Register and make appointments online at http://uta.mywconline.com. Classroom Visits, workshops, and specialized services for graduate students are also available. Please see www.uta.edu/owl for detailed information on all our programs and services.

The Library’s 2nd floor Academic Plaza offers students a central hub of support services, including IDEAS Center, University Advising Services, Transfer UTA and various college/school advising hours. Services are available during the library’s hours of operation. http://library.uta.edu/academic-plaza.

Title IX Policy
The University of Texas at Arlington (“University”) is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. For information regarding Title IX, visit www.uta.edu/titleIX or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or jmhood@uta.edu.
Non-Discrimination Policy
The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit www.uta.edu/eos.

Disability Accommodations
UT Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including The Americans with Disabilities Act (ADA), The Americans with Disabilities Amendments Act (ADAAA), and Section 504 of the Rehabilitation Act. All instructors at UT Arlington are required by law to provide “reasonable accommodations” to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the Office for Students with Disabilities (OSD). Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

The Office for Students with Disabilities, (OSD): www.uta.edu/disability or 817-272-3364. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability.

Counseling and Psychological Services, (CAPS): www.uta.edu/caps/ or 817-272-3671. Available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives

Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability or by calling the Office for Students with Disabilities at (817) 272-3364.

Campus Carry
Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit http://www.uta.edu/news/info/campus-carry/.

Emergency Exit Procedures
Should we experience an emergency event that requires vacating the building, students should exit the room and move toward the nearest exit, which is located to the right, just outside the classroom. When exiting the building during an emergency, use stairwells rather than elevators. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities.

Inclement Weather Policy
In the event classes are cancelled or postponed or University offices are closed or have a delayed opening due to bad weather, the very latest status is available on the UTA home page (http://www.uta.edu) as soon as the decision is made. In addition to the home page, the information is posted on UTA cable channel 98.

The University notifies major local radio and television stations within minutes of their decision to close or delay. Students may also call 972.601.2049 for recorded messages regarding class and office status. This and additional information are available through the UTA Public Affairs Office.
Writing Center

Hours are 9 am to 8 pm Mondays-Thursdays, 9 am to 3 pm Fridays and Noon to 5 pm Saturdays and Sundays.

Walk In Quick Hits sessions during all open hours Mon-Thurs. Register and make appointments online at http://uta.mywconline.com. Classroom Visits, Workshops, and advanced services for graduate students and faculty are also available. Please see www.uta.edu/owl for detailed information.

Other Information

- Library Home Page ............................................... http://www.uta.edu/library
- Subject Guides ..................................................... http://libguides.uta.edu
- Subject Librarians ................................................. http://www.uta.edu/library/help/subject-librarians.php
- Database List ........................................................ http://www.uta.edu/library/databases/index.php
- Course Reserves ................................................... http://pulse.uta.edu/vwebv/enterCourseReserve.do
- Library Catalog ..................................................... http://discover.uta.edu/
- E-Journals ............................................................. http://liblink.uta.edu/UTAlink/az
- Connecting from Off-Campus .............................. http://libguides.uta.edu/offcampus
- Ask A Librarian ..................................................... http://ask.uta.edu

The following URL houses a page where we have gathered many commonly used resources needed by students in online courses: http://www.uta.edu/library/services/distance.php.
APPENDIX
IMPORTANT MATERIAL ON
COPYRIGHTS & PLAGIARISM
(Thanks to Dr. Larry Chonko for this Document.)

Plagiarism is a serious academic offense. Students are responsible for learning about it. Sadly, each year, students are dismissed from The University of Texas at Arlington for engaging plagiarism. This document has been prepared to explain what plagiarism is, why it brings severe penalties in the university, and, most importantly how you, as a student, can avoid plagiarism and its consequences.

Simply put, plagiarism is dishonest. It occurs when one individual passes off someone else's work as his or her own. This can range from failing to cite an author for ideas incorporated into a student's paper to cutting and pasting paragraphs from different websites to handing in a paper downloaded from the internet. All are plagiarism.

There are three important lessons that all UT Arlington College of Business students should learn about the consequences of plagiarism:

1) **Plagiarism is a university offense.** All UT Arlington Professors are expected to report all instances of plagiarism to the Office of Student Conduct. This office will undertake a review of its own. So, in addition to dealing with the course instructor, students who plagiarize must also deal with the University. Students found guilty of plagiarism will have this entered into their record and may be dismissed from the university.

2) **Plagiarism is easy to identify and expose.** The lure that makes plagiarism appear easy and tempting to some students--the internet--makes its detection easy. Most professors can locate the source of suspected plagiarism within a few minutes of searching the web. Given the ease of discovery, plagiarism is as much stupidity as it is dishonesty. Students should be aware that all UT Arlington professors have access to several very effective resources for catching plagiarism.

3) **All parties to plagiarism are considered equally guilty.** If you share your coursework with another student and he or she plagiarizes it, you are considered as guilty as the one who has plagiarized your work, since you enabled the plagiarism to take place. *Under no circumstances should students make their coursework available to other students unless the explicit permission for this is granted by the instructor.*

In other words, students who plagiarize have a high likelihood of being caught. The consequences will be severe and will include anyone who enabled the plagiarism to take place. So, students might want to think about trade-off between the short-term benefits of plagiarism vs. the long-term consequences. University policy will be invoked, regardless of the feelings of either the students or the instructor. Therefore, the College of Business offers the following advice in the best interests of students: Avoid plagiarism at all costs!

To help students in their efforts to avoid plagiarism, the College of Business has put together the following materials that describe copyright law, and plagiarism, and how copyright law will be applied in the College of Business.

In addition, the College requires that all its students consult the compliance training program prepared by the University of Texas at Arlington. This compliance training program can be accessed at the following:

http://library.uta.edu/plagiarism/index.html

We encourage students to take this policy seriously and will work with students to avoid the consequences of plagiarism. Remember, what you learn can stay with you and work for you for the rest of your life. So, too, can what you do not learn.
Copyright Law

The materials on copyright law are taken from U. S. law, Title 17, U. S. Code which provides much more detail on the issue of copyright protection.

Copyright is a type of legal protection provided to authors of “original works of authorship” fixed in a tangible form of expression. This protection covers both published and unpublished works.

- A trademark (service mark for services) is a word, name, symbol or device used in trade to indicate the source of the product and to distinguish products from others.
- A patent is a form of intellectual property that consists of some designated exclusive rights granted to an inventor for a limited period of time in exchange for the public disclosure of an invention.

What Is included?

Copyright works include the following tangible forms of expression: web sites, computer code, software, data bases, literary works, dramatic works, music, lyrics, poetry, writings, graphic works, scriptural works, audiovisual works, motion pictures, sound recordings, and architecture.

What Is Plagiarism?

Defining plagiarism is really straightforward. It is the stealing of, or passing off as one’s own, an idea, words, or other intellectual property that belongs to another person. In other words, using someone else’s work without citing the source and giving credit to the owner of the work is plagiarism.

Play It Safe

The Berne Copyright Convention, as applied to the United States of America, states that everything created after April 1, 1989 is copyrighted and protected, whether notice (warnings given to people of materials that are copyrighted) has been given or not, for copyright or not.

To be safe, the default principle to guide student behavior is that other peoples’ works are copyrighted and may not be copied unless an individual knows elsewise.

Copyright Owner Rights

Copyright owners have the exclusive rights to.....

- reproduce the work
- prepare derivative works
- distribute copies
- perform the work publicly
- display the work publicly

It is illegal for anyone to violate any of the rights provided by copyright law to the owner. The copyright owner can authorize others to exercise these rights.

Is Anything not Protected by Copyright Law?

Copyright does not protect facts, ideas, titles, names, short phrases, slogans, procedures, methods, concepts, principles, and discoveries. However, when in doubt, citing work is always advised.
What If Someone Copies Copyrighted Work?
If copyright infringement occurs, the copyright owner may be entitled to relief such as an injunction to cease and desist use of the copyrighted materials, impounding the disposition of infringing articles, payment of attorneys’ fees, actual damages and profits earned by the infringing party or statutory (determined by the law) damages up to $150,000. The legal test of infringement is substantial similarity – can an ordinary observer identify the work as copied in whole or part from an original work?

Fair Use
Fair use mostly applies to what instructors can and cannot do in the classroom. Fair use of copyrighted work is allowed and includes criticism (copying a news article to comment on it vs. not writing your own), news reporting, scholarship, classroom use, or research and is not an infringement on copyright. Fair use, as often described by students, does not include the employment of whole works or excerpts from whole works crafted by another in student projects of any kind without permission (often requiring a fee) or at least citation. A key question to ask, “Does the use of others’ materials advance learning in some way via application or has it been included gratuitously and for purely personal gain?”

The Web and Public Domain
Most of what is available online is protected by copyright law. Anything on the Internet has the potential to be protected by copyright law just as if it was in a library or bookstore. Only works in the public domain – ideas, facts, names, concepts, and principles or works for which the copyright has expired (term = years of author’s life plus 70 years after the author’s death), federal documents and publications, and works for which the author has granted the public domain - are available for use without permission. In other words, nothing modern and creative is in the public domain unless accompanied by an explicit missive from the owner that says, “I grant this to the public domain,” or words very much like these.

Materials on the Web that are protected by copyright law:
- Links
- Original text
- Graphics
- Audio
- Video
- Html or other unique markup language sequences
- Lists of web sites compiled by another and available on a web site
- All unique elements that make up the original nature of the material
Applying Copyright Law at UT Arlington

Adapted from the INTS 4301 – Interdisciplinary Research Process – crafted by Prof. Michan Andrew Connor of the University of Texas at Arlington:

*Academic dishonesty is not just about an individual student who forfeits his/her integrity. Academic dishonesty undermines the integrity of your peers, the class, the major, the College of Business, and the University of Texas at Arlington. Dishonesty devalues a student’s degree and the student personally and professionally. Students who think long term will succeed if they apply themselves to learn the knowledge and wisdom learned in the classroom and elsewhere. Violating academic integrity affords students neither the knowledge nor the wisdom to succeed in the long run.*

**UT Arlington’s definition of scholastic dishonesty is:**

“Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to the student or the attempt to commit such acts.”

(Regents Rules & Regulations, Series 50101, Section 2.2)

**How the Policy Will Be Applied**

<table>
<thead>
<tr>
<th>Form of Academic Dishonesty</th>
<th>Description</th>
<th>Penalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Egregious Plagiarism</td>
<td>Passing of copyrighted material (including from the Web) as one’s own work (more than 25% of material is copied or slightly adapted from the original) Cut and paste or retype text from another source without citation/quotation Purchasing, accepting a paper in its entirety from another source/person Submitting another student’s work as one’s own</td>
<td>Failure of course; Automatic referral to student conduct</td>
</tr>
<tr>
<td>Significant Plagiarism</td>
<td>Passing of copyrighted material (including from the Web) as one’s own work (10-25% of material is copied or slightly adapted from the original) Cut and paste or retype text from another source without citation/quotation</td>
<td>Automatic zero on assignment; Automatic referral to student conduct</td>
</tr>
<tr>
<td>Plagiarism</td>
<td>Passing of copyrighted material (including from the Web) as one’s own work (less than 10% of material is copied or slightly adapted from the original) Cut and paste or retype text from another source without citation/quotation Reproduce substantively the language (words, phrasing, structure) from the original source without quotation, even with citation. This type of plagiarism can occur by accident or sloppy research. While the intent may not have been to cheat, students must commit to adopting improved practices.</td>
<td>Reduced grade; Prayer meeting with professor within one week of returned assignment to discuss issues with the professor or a grade of zero will be given on the assignment in question and referral will be made to student conduct</td>
</tr>
</tbody>
</table>
Other forms of academic dishonesty include the following:

Exams
1. Cheating on Exam
2. Taking Exam for another
3. Asking about the content of an exam from someone who has already taken it
4. Giving information about the content of an exam to someone who has not taken it yet
5. Before taking an exam, looking at a copy that was not supposed to be available to students
6. Allowing another student to see exam answers
7. Using a false excuse to delay taking an exam
8. Copying from another’s exam
9. Changing scantrons after a test has been returned and claiming the scantron reader made a mistake(s)
10. Having information programmed into an electronic device before an exam
11. Taking a picture of an exam with a cell phone
12. Using exam crib notes including storing of class data on e-devices banned from use during the test

Written Assignments
13. Claiming original work when someone else contributes to a paper/assignment before you turn it in
14. Working with others on an individual project and providing no evidence of original work
15. Taking credit for full participation in a group project without doing a fair share of the work
16. Taking credit for others’ work
17. Padding a bibliography
18. Using a false excuse to delay turning in a paper

Instructors have the right to employ all appropriate methods to guarantee that academic honesty is upheld. These include use of anti-plagiarism software to scan papers for copied content, Googling phrases used in student assignments, and the use of electronic archives that scan past papers available on various Internet web sites.

Faculty, staff and students interested in learning more about copyright laws and plagiarism can consult the following web sites (also taken from Prof. Connor’s syllabus):

Indiana University Writing Tutorial Services
http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml

Purdue University Online Writing Lab (OWL)
http://owl.english.purdue.edu/owl/resource/589/1/

Avoiding Plagiarism (UC Davis)

University of Texas Libraries: Quoting and Paraphrasing
http://www.lib.utexas.edu/services/instruction/learningmodules/plagiarism/avoid.html