1. You have paid tuition for this course and attendance is expected. Absences are not be excused.

2. Written assignments are due as scheduled on the syllabus. Simple courtesy suggests you notify me in advance of absences when possible. If you choose to miss class, assignments due that night must be emailed to me or dropped off at my office before the start of class. Last assignments are accepted only with my permission.

3. Cheating and plagiarism will not be tolerated and are subject to the policies of Hope College.

4. Extra credit will be accepted any time up through the last night of class. A maximum of fifteen (15) points may be earned in three ways:
   A. A maximum of ten (10) points may be earned by submitting a written Case Problem found at the end of each chapter. If you choose to do this, the Case Study is due before or on the night that chapter is assigned.
   B. A maximum of ten (10) points may be earned by achieving one of your tactics. For example: Book a representative from your client’s organization to deliver a speech you wrote; Place your news release about your client in the anchor, The Holland Sentinel, The Grand Rapids Press or other print media; Book your client for an interview on a local radio or television station; etc. In most cases this is an individual, not a team effort.
   C. A maximum of ten (10) points may be earned by delivering a WOW to your client. A WOW is a proposed idea, fully developed, that the client wasn’t expecting to receive. It’s such an unexpected deliverable that when the client sees it, he or she exclaims, “Wow!”

5. Periodically, you’ll receive the names of speakers coming to Grand Rapids for the AdClub, BPAA, or the Economic Club of Grand Rapids. You may want to attend some of these presentations based on your professional career interests. These luncheon meetings are held downtown Grand Rapids. You must provide your own transportation. You’re welcome to join us for lunch at a fee of around $30. You must notify me at least one (1) week in advance of the presentation. This is an excellent way for you to begin networking with Grand Rapids business professionals.

6. You may telephone me at my office any time. Please place calls to my home after 9 a.m. and before 10 p.m. If I’m not available when you call, please leave a message.

7. Any student whose disability falls within ADA guidelines should inform me at the beginning of the semester of any special accommodations or equipment needs necessary to complete the requirements for this course. Students must register documentation with the Office of Disability Services and/or Academic Support Center. If you have questions, call Student Development at extension 7800.

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