



<b>Professor:</b> Jean Santora	<b>Dates:</b> Virtual weeks begin on Wed., 1/18/23; see below.
<b>Office:</b> Virtual only	<b>Office Hours:</b> Virtual only
<b>Phone:</b> N/A	<b>Reach me:</b> Email (Allow 24 hours for a reply.)
<b>Email:</b> jean.santora@maine.edu	<b>Syllabus:</b> BUS 260 Marketing – Spring 2023

#### COURSE DESCRIPTION

This course is designed to help students learn about the basic concepts and practices of modern marketing as they are used in a market-based economy. It will highlight the practical application of marketing principles in a wide variety of settings, including product and service firms, consumer and business markets, profit and non-profit organizations, domestic and global companies, and small and large businesses. Students will understand marketing from their perspective as consumers, fostering more informed decision-making.

#### COURSE PREREQUISITES

Sophomore standing

#### COURSE OBJECTIVES

1. Describe how market-oriented organizations create *value* for customers and themselves.
2. Summarize how and why organizations attempt to build lasting customer relationships.
3. Explain the impact of the marketing environment on marketing decision-making, particularly demographic, social, cultural, economic, technological, natural, and political factors.
4. Demonstrate comprehension of the effective use of segmentation, targeting, and positioning (STP).
5. Comprehend how marketing research and IT are used to serve consumers' needs and wants.
6. Demonstrate how the 4Ps are strategically managed to respond to the needs of increasingly diverse markets.
7. Develop a competitive advantage for competing effectively in the job market by learning to apply and communicate marketing principles.

#### COURSE TEXTBOOK

M-Marketing, 8<sup>th</sup> edition, Grewal and Levy (2021), Mc-Graw-Hill. ISBN 978-1-264-13118-1 (bound edition) and ISBN 978-1-265-26702-5 (loose-leaf edition). You can purchase or rent it at the University Store ([usm.maine.edu/university-store](http://usm.maine.edu/university-store)) located at 218 Abromson Hall on the Portland campus and its hours are 8 AM – 4:30 PM Monday-Friday.

**Important - Textbooks are through eCampus now.** You can use the University Store as a pickup location to save on shipping but understand that orders ship in from eCampus and are not fulfilled here. Link for students to order from: [usm.ecampus.com](http://usm.ecampus.com)

Pickup locations for orders (i.e., students select at time of purchase):

- Portland - University Store office at 212 Abromson
- Gorham - Library in Bailey Hall (University Store staff will be on hand the first 2 weeks of school to help students with ordering and questions.)
- Lewiston - Library

#### COURSE FORMAT

- This course is online only.
- Lectures will be recorded for you to view and listen to on Brightspace as outlined in the schedule below.
- You are to read the chapters for each week. For some weeks, you will have assignments and quizzes due too.
- **Assignments and quizzes are due on or before 11:59 PM EST on Tuesdays per the schedule below.**

- **An “optional” Zoom meeting will be held on Wednesday evenings from 5:30 – 6:30 PM EST to address any questions you have about the readings, assignments, quizzes, or exams. As noted, these Zoom meetings are optional, and you do not have to attend as attendance will not be taken. They are to answer your questions and to discuss current events in Marketing.**

#### **OBJECTIVES OF USM’S SCHOOL OF BUSINESS**

The University of Southern Maine’s School of Business’s (SB) mission statement recognizes the promotion and development of key student skills including oral and written communication skills, analytical and critical thinking skills, and the examination of the ethics and ethical context within professional business practice. To promote these SB-directed skills, Bus260 will require students to complete and submit scholarly writing in the Brightspace content area.

#### **COURSE REPEAT POLICY**

Any School of Business major or minor, who has enrolled in this course, BUS260, more than twice must, before continuing, complete and have approved by the Department Chair, a “course condition form” available from the School of Business. Failure to do so may result in course credit disqualification.

#### **EMAILS**

Try to remember to include the words BUS260 in the subject line in all class-related emails sent to me.

#### **BRIGHTSPACE**

Students enrolled in this class are expected to use Brightspace for the course to access information, to complete quizzes and examinations, and to submit assignments. Note that any information posted to the announcements on Brightspace becomes an official addition to the class syllabus. Grades for each quiz, assignment, and exam will be posted on Brightspace. Check it regularly for announcements I may post. All course communications (e.g., syllabus, handouts, study guides, assignments, discussion topics, etc.) will be delivered using Brightspace unless noted otherwise. You must have access to it.

Access Brightspace at <https://courses.maine.edu>. Brightspace provides a series of instructional video tutorials that answers the most common questions related to the platform. To learn more about Brightspace, review the tutorials. When you log into the Brightspace page that accompanies this course, you will see links in the top navigational bar for Course Home, Content, Course Resources, Assessments, and so on. Be sure to explore these links and the drop-down menus. For example, under Course Resources, you will see Announcements and Email among other things. Under Assessments, you will see Grades, Assignments, and Quizzes and so. These are important links, and you must know where they are to complete the work for this course.

#### **Course Technology and Resources**

- **You need high-speed Internet access. You have to resolve any technology issues you may experience.**
- Class slides, assignments, quizzes, examinations, announcements and so on will be posted on Brightspace.

#### **GRADING**

Students are responsible for reading assigned chapters, attending class weekly, and reviewing slides. Grades will be based on a combination of quizzes, assignments, and examinations.

- **There will be no make-up for any assignments, quizzes, or exams if they are not submitted by the due date.**
- **There is no extra credit. Do assignments well the first time.**
- **There is no opportunity to re-submit an assignment to get a better grade after I grade it.**
- **If assignments, quizzes and/or examinations are not completed by or before the due date, which are Tuesdays per the schedule below, you will receive zero (0) points.**
- **Further, do not submit an assignment, ask me to review it, and then re-submit a “final” version. I do not preview assignments and such requests will be denied. If you have questions about an assignment, quiz or exam, join the Zoom meeting before any or each of these is due to ask your questions.**

## FINAL GRADE

Measurement	Points	Notes
4 Assignments	200	Assignment 1 = 25 points Assignment 2 = 50 points Assignment 3 = 50 points Assignment 4 = 75 points
4 Quizzes	200	Quiz 1 = 50 points Quiz 2 = 50 points Quiz 3 = 50 points Quiz 4 = 50 points
1 Mid-term Examination	100	
1 Final Examination	100	
<b>Total</b>	<b>600</b>	

## EXAMPLE OF GRADE CALCULATIONS

- At the end of the semester, if you received a total of 483 points out of a possible 600 points on all 4 quizzes, all 4 assignments, the Mid-Term, and the final Exam, you would receive a grade of 80.5%, which equates to a “B-.”
- $483 \text{ points you received} / 600 \text{ total points} = .805$
- .805 or 80.5% equates to a B- as shown below on the Grading Scale.

## QUIZZES AND HOMEWORK ASSIGNMENTS

See the “Weekly Course Schedule” below for quiz dates and assignment due dates.

## EXAMINATIONS

There will be one Mid-term and one Final exam; the Final is not cumulative as shown in the schedule below.

## GRADING SCALE

Letter Grade Earned	No. of points received/600
A	93.00 – 100.00
A-	90.00 – 92.99
B+	87.00 – 89.99
B	83.00 – 86.99
B-	80.00 – 82.99
C+	77.00 – 79.99
C	73.00 – 76.99
C-	70.00 – 72.99
D	60.00 – 69.99
F	Below 60.00

## HOW CLASSES WILL BE CONDUCTED – READ BELOW AS IT IS VERY IMPORTANT.

I will post one or more PowerPoint presentations as PDFs that will cover the corresponding chapters in Grewal’s text for that date or week.

I urge you not to skip class as information presented and discussed in the recorded lectures will appear in quiz and test questions. Further, I often add additional commentary on certain points beyond that provided by Grewal in his text. All PowerPoint presentations will be posted as PDFs on Brightspace for you.

- All homework assignments must be submitted to Brightspace as a file in either MS Word or MS Excel only.
- **Do not submit a Google Doc.**
- **Do not submit a PDF.**
- If you do not have MS Office, contact USM’s Center for Technology Enhanced Learning (CTEL) at 207-780-5931 or [ctelhelp@maine.edu](mailto:ctelhelp@maine.edu). (Again, I recommend you call instead of emailing.)

WEEKLY COURSE SCHEDULE

Week	Date	Dates for Chapter(s) to be read, and for Quizzes, the Mid-term Exam, and the Final Exam
1	1/18/23	<ul style="list-style-type: none"> <li>· Syllabus</li> <li>· Chapter 1 – Overview of Marketing</li> </ul>
2	1/25/23	<ul style="list-style-type: none"> <li>· Chapter 2 – Developing Marketing Strategies and a Marketing Plan</li> <li>· Chapter 3 – Digital Marketing: Online, Social and Mobile</li> </ul>
3	2/1/23	<ul style="list-style-type: none"> <li>· Chapter 4 – Conscious Marketing, Corporate Social Responsibility, and Ethics</li> <li>· Chapter 5 – Analyzing the Market Environment</li> </ul> <p><b>Quiz 1 (50 points)</b></p> <ul style="list-style-type: none"> <li>· Chapters 1, 2, 3, 4, and 5 on Brightspace</li> </ul> <p><b>It must be completed on Brightspace on or before 11:59 PM EST on Tuesday, 2/7/23.</b></p> <p><b>Assignment 1 – Situation Analysis (25 points)</b></p> <ul style="list-style-type: none"> <li>· Part A: Create one SWOT analysis for either Facebook or Amazon only. <b>(Do not create a SWOT for anything else but Facebook or Amazon.)</b> Your SWOT analysis should be like the examples in Chapter 2 in your text. See Chapter 2 where there are two examples for Pepsi and Coca-Cola. (10 points)</li> <li>· Part B: Explain and formulate a marketing strategy for your choice based on what you learned in Chapters 1 through 5. Be very specific in your essay. (15 points)</li> <li>· <b>Assignment 1 is due on Brightspace on or before 11:59 PM EST on Tuesday, 2/7/23.</b></li> </ul>
4	2/8/23	<ul style="list-style-type: none"> <li>· Chapter 6 – Consumer Behavior</li> <li>· Chapter 7 – Business-to-Business Marketing</li> </ul>
5	2/15/23	<ul style="list-style-type: none"> <li>· Chapter 8 - Global Marketing</li> <li>· Chapter 9 – Segmentation, Targeting, and Positioning (STP)</li> </ul> <p><b>Quiz 2 (50 points)</b></p> <ul style="list-style-type: none"> <li>· Chapters 6, 7, 8, and 9 on Brightspace</li> <li>· <b>It must be completed on Brightspace on or before 11:59 PM EST on Tuesday, 2/21/23.</b></li> </ul> <p><b>Assignment 2 – Perceptual Map (50 points)</b></p> <ul style="list-style-type: none"> <li>· Construct a Perceptual Map choosing one of the following two product categories: Shoes or Breakfast Cereals. <b>No other product categories will be accepted.</b> Read pages 225-227 in Chapter 9 in your text and review the slide deck and lecture for Chapter 9. I will email you additional information, which will help you.</li> <li>· Parts A through E must all be answered. <ul style="list-style-type: none"> <li>A. Select and identify two (2) determinant attributes. (5 points)</li> <li>B. List at least five (5) main competitors for your chosen product. (10 points)</li> <li>C. Create scores for these brands. (10 points)</li> <li>D. Construct the resulting perceptual map. (15 points)</li> <li>E. As a marketer, explain fully how would you use this information to position your product? (10 points)</li> </ul> </li> <li>· <b>Assignment 2 is due on Brightspace on or before 11:59 PM EST on Tuesday, 2/21/23.</b></li> </ul>

Week	Date	Dates for Chapter(s) to be read, and for Quizzes, the Mid-term Exam, and the Final Exam
6	2/22/23	<p><b>Mid-term Examination (100 points) and Chapter 10</b> It will cover Chapters 1 through 9. It will be on Brightspace and is due on or before 11:59 PM EST on Tuesday, 2/28/23.</p> <p>Chapter 10 – Marketing Research</p>
7	3/1/23	<p>Chapter 11 – Product, Branding, and Packaging Decisions</p> <p><b>Assignment 3 – Marketing Mix (also known as the “4 Ps”) (50 points)</b> Using the same product that you used in Assignment 2 (i.e., Shoes or Breakfast Cereals), explain how the marketing mix should change at different stages of the product life cycle. Choose a brand of shoe or a brand of cereal (e.g., Kellogg’s Corn Flakes) and answer each part below. Be sure to answer all Parts A through F.</p> <p>A. <b>Introductory Phase:</b> Explain your strategies in establishing the market for your product and in creating demand for your product. (6 points)</p> <p>B. <b>Product:</b> Explain how you will establish branding for your product. Be specific. (6 points)</p> <p>C. <b>Pricing:</b> Explain fully how you are going to price your product and <u>include a specific price point (e.g., \$5 for a cereal and why you chose it.)</u>. Read about the pricing strategies in your text. Whatever pricing strategy you choose, explain it.) (6 points)</p> <p>D. <b>Place:</b> Explain how you are going to “place” your product (e.g., You may / may not have selective distribution until there is consumer acceptance.). Read about “Place” in your text. (6 points)</p> <p>E. <b>Promotion:</b> Explain how you are going to “promote” your product. Remember that promotion is focused on innovators and early adopters to build product awareness and education of potential consumers about the product. (6 points)</p> <p>F. <b>Explanation:</b> Lastly, you must explain how the above strategies change for the remaining three (3) product lifecycles, which include the growth, maturity, decline cycle. Again, read about these cycles in your text. (20 points)</p> <p><b>Assignment 3 is due on Brightspace on or before 11:59 PM EST on Tuesday, 3/7/23.</b></p>
8	3/8/23	Chapter 12 – Developing New Products
9	3/15/23	No Class
10	3/22/23	<p>Chapter 13 – Services: The Intangible Product</p> <p><b>Quiz 3 (50 points)</b></p> <ul style="list-style-type: none"> <li>· Chapters 10, 11, 12, and 13 on Brightspace</li> <li>· <b>It must be completed on Brightspace on or before 11:59 PM EST on Tuesday, 3/28/23.</b></li> </ul>
11	3/29/23	Chapter 14 – Pricing Concepts for Capturing Value
12	4/5/23	<ul style="list-style-type: none"> <li>· Chapter 15 – Supply Chain and Channel Management</li> <li>· Chapter 16 – Retailing and Omnichannel Marketing</li> </ul>
13	4/12/23	<p>Chapter 17 – Integrated Marketing Communications (IMC)*</p> <p>*Note: This is a particularly important chapter, which you will use as a reference in</p>

Week	Date	Dates for Chapter(s) to be read, and for Quizzes, the Mid-term Exam, and the Final Exam
		completing Assignment 4, which is worth 75 points.
14	4/19/23	<p>Chapter 18 – Advertising, Public Relations, and Sales Promotions</p> <p><b>Assignment 4 – Integrated Marketing Communications (IMC) (75 points)</b></p> <p>For Assignment 4, I expect 2 – 3 pages at a bare minimum. I am looking for quality and substance. You must do some research for this assignment as it is more involved than prior assignments. Further, I advise you not to just put something together on Tues., 4/25/23 as you may not have allowed yourself enough time to get as many points as possible.</p> <p>Spend the time, pay attention to the points associated with each question, and follow my directions below. If you do so, you should do well.</p> <p><b>Research – As I mentioned, you need to do research for Assignment 4 so go to Google and search. It is particularly important that you search Google or else you will not be able to complete this assignment correctly.</b></p> <p>Research - Using the same product you chose for Assignments 2 and 3 (i.e., shoes or breakfast cereals), review several integrated marketing communications’ (IMC) campaigns for that product where TV, print, digital, and/or radio were used to communicate about your chosen product. At the same time, read Chapter 17 carefully and listen to my lecture for Chapter 17 and review the slides. Also, review the sample IMC campaign I will email to you for “Red Bull.” Remember to notice that the goal of the IMC campaign you research is “reach,” or “frequency of the message” and it is never accomplished in a single medium like just TV ads, for example (i.e., the sum or multiple mediums is greater than the parts). Marketers use several mediums.</p> <p>Answer all Parts from A through E.</p> <p>Part A: Critique the IMC you researched for your product. In an essay form, review or examine the IMC you found on Google critically. I want to know what you thought of it and “why” you thought it was a good or bad IMC campaign. <u>Be specific. Defend your position.</u> Note your source. (20 points)</p> <p>Next, answer Parts B through E. <b>If you do not answer a part, you will receive zero (0) points for that part.</b></p> <p>Part B: Was the IMC campaign you researched effective? Explain. (15 points)</p> <p>Part C: Was the messaging aligned (i.e., did the message align across the various mediums that your product’s company used)? Explain. (15 points)</p> <p>Part D: Which social media sites were used and were they the correct sites to use? Explain. (15 points)</p> <p>Part E: What, if anything, can you say about selling your chosen product, Shoes or Breakfast cereals, in a brick-and-mortar equivalent (i.e., a store)? (10 points)</p> <p><b>Assignment 4 is due on or before 11:59 PM EST on Tuesday, 4/25/23.</b></p>

Week	Date	Dates for Chapter(s) to be read, and for Quizzes, the Mid-term Exam, and the Final Exam
		<b>Quiz 4 (50 points)</b> <ul style="list-style-type: none"> <li>· Chapters 14, 15, 16, 17, and 18 on Brightspace</li> <li>· <b>It must be completed on or before 11:59 PM EST on Tuesday, 4/25/23.</b></li> </ul>
15	4/26/23	Chapter 19 – Personal Selling and Sales Management
16	4/29/23 – 5/5/23	<b>Final Exam (100 points)</b> It will cover Chapters 10 through 19. It will be on Brightspace and is due on or before 11:59 PM EST on Friday, 5/5/23.

#### GRADING RUBRIC

100 – 90 points

- Comments and/or questions are outstanding and bring depth and/or breadth to the scholarly discussion (i.e., you illustrate your point with examples suggesting a new perspective on an issue, integrate other references and resources, and ask questions that help further discussion, and so on).
- Comments are written well, coherent, clear, and substantive and provide evidence that the student has listened to and considered a substantial number of classmates' comments before responding.

89 - 80 points

- Comments and/or questions are reasonably responsive to the discussion, bringing in a new perspective or insight.
- Comments and/or questions provide evidence that the student has read at least most of the assigned material.
- Comments are written well with proper spelling and grammar and provide evidence that the student has listened and considered at least some classmates' comments before responding.

79 - 70 points

- Comments and/or questions are limited in their relevance to the discussion topics.
- Comments provide evidence that the student has done little to prepare for the assignment.
- Comments and/or questions provide evidence that the student has read a few of the required readings before submitting the assignment and minimally reflect a quality writing style.

69 – 60 points

- Comments and/or questions are not relevant to the discussion topics, provide no further evidence that the student has adequately prepared before submitting the assignment, lack quality writing style, and are fragmented and incoherent.
- Comments do not extend our knowledge with an additional perspective, an alternative point of view, or an additional resource for learning.

#### VERY IMPORTANT – READ

- **No assignments, quizzes, or examinations will be accepted after the due date.**
- **Even if you swear you submitted it, the Brightspace Administrator can check.**
- **If your assignment is not on Brightspace, you will receive a zero (0).**
- **You must make sure assignments are received by accessing Brightspace and confirming their submission.**
- **Do not wait until the last minute to submit assignments as computer issues cannot be addressed immediately.**

#### ACADEMIC INTEGRITY

According to the University of Southern Maine Code of Conduct, academic integrity is a basic guiding principle for all academic activity, allowing the pursuit of scholarly activity in an open, and responsible manner. In accordance with the University's Code of Conduct, you must not engage in or tolerate academic dishonesty. This includes, but is not limited

to cheating, plagiarism, fabrication of information or citations, facilitating acts of academic dishonesty by others, unauthorized possession of examinations, submitting work of another person, or work previously used without informing the instructor, or tampering with the academic work of other students. You will submit your final paper to Bb Safe Assign, which will check it for plagiarism, so be sure it is your own work, and not cut and paste material from the Internet. Any violation of academic integrity will be investigated, and where warranted, punitive action will be taken; <https://cms.usm.maine.edu/ocs/student-academic-integrity-policy-0> for additional information.

#### **GRADE OF INCOMPLETE**

Review the USM policy in the catalog toward a grade of Incomplete. As a rule, an Incomplete is assigned only in extenuating circumstances and only if the amount of work to be completed is limited. Incomplete grades must be resolved by the end of each subsequent semester or revert to an F.

#### **POLICY ON VIRTUAL CLASS ATTENDANCE AND PREPARATION**

The USM School of Business is committed to student success. Because there is a direct correlation between academic performance and class attendance, students are encouraged to listen to all class lectures virtually. This implies keeping up with the weekly lectures and activities outlined above.

Some material presented in the virtual lectures is not always presented in the textbook; the text provides a theoretical framework for additional lecture topics so attending lectures is especially important. So, make sure you listen to the lectures and read the text as both will impact your grade and ability to answer quiz and examination questions correctly. I highly recommend you listen to lectures per the course schedule, attend Zoom meetings when required, and complete all assignments, quizzes, mid-term, and final examinations on Brightspace when they are due.

We must all be mindful of Covid-19 concerns and guidelines throughout the semester. Nevertheless, the USM School of Business is committed to student success. It is the student's responsibility to learn how to use Brightspace, which is imperative for this course. All assignments are to be done using Brightspace and there are no exceptions. If you need assistance, contact USM's Center for Technology Enhanced Learning (CTEL) at 207-780-5931 or [ctelhelp@maine.edu](mailto:ctelhelp@maine.edu). (I recommend you call instead of emailing.)

#### **WITHDRAWALS**

The last day to drop a course for a grade of "W" is 1/30/23.

#### **CLASS RESPONSIBILITIES AND CONDUCT**

Diversity of thoughts and ideas is valued, but it also means showing respect for the ideas and thoughts of others.

- Prepare by reading all assigned materials and listening to the lectures online.
- Turn in assignments on the due date.

#### **COURSE EVALUATIONS**

At the end of the semester, every student can provide constructive feedback on the course. It is important to me that you take the time to let me know your thoughts about the course so I can make improvements.

#### **USM POLICIES AND MISCELLANEOUS INFORMATION**

##### **1. Statement on Academic Integrity and Plagiarism**

Everyone associated with the University of Southern Maine is expected to adhere to the principles of academic integrity central to the academic function of the University. Any breach of academic integrity represents a serious offense. Each student has a responsibility to know the standards of conduct and expectations of academic integrity that apply to academic tasks. Violations of student academic integrity include any actions that attempt to promote or enhance the academic standing of any student by dishonest means. Cheating on an examination, stealing the words or ideas of another (i.e., plagiarism), making statements known to be false or misleading, falsifying the results of one's research, improperly using library materials or computer files, or altering or forging academic records are examples of violations of this policy which are contrary to the academic purposes for which the University exists. Acts that violate academic integrity disrupt the educational process and are not acceptable. Evidence of a violation of the academic integrity policy will normally result in disciplinary action. A copy of the complete policy may be obtained from the Dean of Students Office by calling and requesting a copy at 207-780-5242 or online at [www.usm.maine.edu/deanofstudents](http://www.usm.maine.edu/deanofstudents).

##### **2. Snow and Weather Cancellations or Delays**



As BUS 260 will be delivered online, you will not have to worry about cancellations as the schedule above with chapter readings, quizzes, assignments, Mid-term, and Final exams, will still be in effect.

In case of snow or severe weather for students attending in-person classes, classes will follow the USM cancellation policy at <https://usm.maine.edu/police/weather-delays-and-cancellations>. This does not apply for the Spring 2023 BUS260 offering as it is online only.

### **3. Affirmative Action and Sexual Harassment**

The University of Southern Maine is committed to a policy that all persons shall have equal access to programs, facilities, admission, and employment without regard to personal characteristics not related to ability, performance, or qualifications as determined by university policy. See the Office of Campus Diversity & Equity site at <http://www.usm.maine.edu/eoo/>.

### **4. An Invitation to Students with Learning Disabilities and Americans with Disabilities Act**

- For problems with writing skills and time management, make an appointment to consult a student tutor at the Learning Center (TLC), 253 Luther Bonney (or call 207-780-4706).
- Help is also available through the Counseling Center, 105 Payson Smith (207-780-4050), and the Academic Support for Students with Disabilities, 242 Luther Bonney (207-780-4706; TTY 207-780-4395).
- If you need course adaptations or accommodations because of a disability, contact the Office for Students with Disabilities, 2<sup>nd</sup> floor, 242 Luther Bonney Hall (207-780-4706; TTY 207-780-4395).

### **5. Prior Learning Assessment**

Students who have considerable business experience in the U.S. or other free-market economy might consider taking the CLEP exam in lieu of enrolling in this class. The CLEP or College Level Exam Program is a national program set up to provide college credit for various college level courses based on prior learning. For further information on this option, contact the Office for Prior Learning Assessment in 100 Payson Smith Hall at 207-780-4443 or toll free at 800-800-4876, x4443, or online at <http://usm.maine.edu/pla>.

### **6. Title IX and Mandatory Reporting**

"If I learn of any potential violation of the University of Maine System policy on Sex Discrimination, Sexual Harassment, Sexual Assault, Relationship Violence, Stalking and Retaliation, I am required to notify the Deputy Title IX Coordinator, Sarah Holmes. Students can request confidentiality from the University, which I will communicate to the Deputy Title IX Coordinator. If students want to speak with someone confidentially, the following resources are available: University Health and Counseling (207-780-5767); 24 Hour Domestic Violence Hotline (1-866-834-4357); and 24-Hour Sexual Assault Hotline (1-800-871-7741). Confidential resources can walk a student through all their reporting options. They can also provide students with information and assistance in accessing medical, and other support services."

**7. On-Campus Emergencies and Safety Concerns** – Call 207-780-5211.

**8. Academic Help** – [mycampus.maine.edu/group/usm/learning-commons](http://mycampus.maine.edu/group/usm/learning-commons)

**9. Technology Help** – [usm.maine.edu/computing/helpdesk](http://usm.maine.edu/computing/helpdesk)

**10. Meet with an Advisor** – [usm.maine.edu/advising](http://usm.maine.edu/advising)