

Marketing — Extra Credit
Guidelines, All Classes
2007-2008 Academic Year
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To earn extra credit, you can do the following:

Keep your eyes and ears open for articles that expand on any of the topics covered in class and add value to our learning experience. These often come in the form of case studies that reveal new and interesting examples of marketing theory put into practice.

You should turn in the article with a paragraph summarizing its content and an essay that details how it relates to our studies and how it adds value by providing a deeper understanding of whatever topic(s) it covers.

The amount of credit that can be earned for the semester is limited to 10 points. These points will be added to your final average at the end of the semester, making it possible to ascend to the next letter grade.

Do not expect to turn in one piece of extra credit and receive all 10 points. These 10 points are equivalent to 30 to 40 test grade points (depending on the class and how its grades are derived), and for this reason they are *not given without sufficient merit*. The amount of credit earned for any single submission is **completely dependent on the substance of the work, the degree to which it shows your deeper comprehension of the concepts, and its value as an enhancement to the learning experience of the class.**

In my experience, submissions for extra credit seldom exceed 3 points and in most cases merit only 1 or 2, particularly when they are simple examples of applied concepts rather than articles featuring a detailed analysis of the strategic applications of concepts covered in class.

Please ask if you have any further questions.

Examples will be posted on the Blog.