PROFESSOR: Dr. Page
OFFICE HOURS: 1:00 – 4:00 Tuesday and Thursday, and by appointment
OFFICE LOCATION: N332 North Business Complex
PHONE: 432-6419
E-MAIL: tpage@msu.edu
COURSE WEBPAGE: https://www.msu.edu/course/msc/317/
TEACHING ASSISTANTS: See the course webpage for teaching assistant office hours and contact information

READ THE SYLLABUS COMPLETELY. YOU CAN EXPECT AT LEAST ONE QUESTION ON ITS CONTENT SOMETIME DURING THE TERM.

COURSE DESCRIPTION
This course focuses on the application of statistical techniques to real world business problems. Topics covered include applications of difference of means tests, analysis of variance, regression and correlation, selected non-parametric tests, and forecasting.

COURSE OBJECTIVES
1. To develop an understanding of the value and importance of applying statistical procedures to business decisions.
2. To develop the ability to recognize the appropriate statistical procedure for various decision making situations.
3. To develop skill in using statistical methods in practical business situations.

METHOD OF INSTRUCTION
There will be two lectures held each week. The lectures are designed to introduce and clarify the statistical topics to be covered in the course, and to relate those topics to business applications. The lectures will be primarily based on examples of the various statistical techniques.

COURSE PREREQUISITES
It is assumed that all students have completed Statistics 315 (or equivalent), and understood the concepts presented in that course. If such is not the case, then you must take Statistics 315 BEFORE taking this course. It is strongly recommended that students review the material from STT 315 as many of those concepts will be used in this course.

EXAMS
There will be three midterm exams and one final exam. Due to the nature of the material, all exams, including the final, are cumulative. They may cover any material previously covered in the course. Exam dates are listed on the schedule at the end of this syllabus and on the webpage. Midterms will normally consist of 25 questions and the final will normally consist of 30 questions.

A PICTURE I.D. WILL BE REQUIRED TO TAKE ALL EXAMS. TESTS WILL NOT BE GRADED WITHOUT A VALID PICTURE I.D WITH YOUR PICTURE ON IT. MAKE-UP EXAMS, IF NEEDED, WILL BE GIVEN AFTER THE REGULARLY
SCHEDULED EXAM TIME AND A PICTURE ID WILL ALSO BE REQUIRED. NO EXCEPTIONS. THIS INCLUDES THE FINAL EXAM, SO PLAN ACCORDINGLY.

Any make-up exam must be completed within three days of the scheduled exam time. Make-up midterms will not be given simply because a student has other exams on the same day. Make-up exams will require documentation of a valid excuse. The documentation will be verified, and if found to be false, no make-up will be given. Make up finals will NOT be given for any of the following reasons: 1) a common final exam at the same time (e.g., Accounting or Economics), 2) you are taking two classes at the same time, or 3) another course has changed its final exam time to conflict with the MKT 317 final. If you have three final exams in a calendar day and want to move your MKT 317 final, you will need to get a form from Professor Page to have signed by the professors of the other courses to verify that you do have three finals on the same calendar day. A copy of the University policy on final exams is provided in a folder on D2L. All make-up exams will be given after the regularly scheduled exam time. Students who plan to leave the country at the end of the term must schedule their departure AFTER the final exam. This applies even if your parents have made reservations for you without consulting you. Penalties will be imposed if you miss a midterm or the final exam because you simply forgot when it was scheduled. Once you have taken an exam, you cannot retake it because you were not feeling well during the exam, nor is that an excuse to have the exam weights altered. If you are ill the day of the exam, get a doctor’s note and schedule a makeup exam. Since questions may involve setting up hypotheses for a particular set of problems, it is possible that if you get the hypotheses wrong, everything else from there on will be wrong as well. Partial credit cannot be given based on the argument that your calculations are correct based on an incorrect hypothesis. You will still have arrived at the wrong answer. Formula sheets are not posted or distributed prior to an exam.

DEAD GRANDMOTHERS — To paraphrase William Shakespeare: Cowards die many times before their death, grandmothers die but once. While in today’s society it is possible to have several “grandmothers” it is a fairly well established fact that they, along with all other relatives, can only die once. Unfortunately, this does occasionally happen on test dates. If it happens on an exam date a makeup exam can be scheduled. However, before the makeup exam will be given, the student must provide proof that 1) the person is actually dead, and 2) proof that the person was actually a close relative.

GRADING
Grades will be based on the following weights:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percent of Final Grade</th>
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<tbody>
<tr>
<td>EXAM #1</td>
<td>25%</td>
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<tr>
<td>EXAM #2</td>
<td>25%</td>
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<tr>
<td>EXAM #3</td>
<td>25%</td>
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<tr>
<td>Final Exam</td>
<td>25%</td>
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The weights are not negotiable and will not be altered due to poor performance on a particular exam, nor will improvement over the term be taken into account. There seems to be a tendency for some students to not perform well on the first midterm and then perform well on the remaining three exams. Since all exams are equally weighted, this can have a detrimental effect on the student’s grade. As previously stated, these weights cannot be changed based on performance on individual exams. Therefore, students are strongly encouraged to perform well on all exams to avoid this issue. The following percentages, based on total points, will guarantee you the following grade (no rounding).
90.0000% and above 4.0
85.0000% to < 90.0000% 3.5
80.0000% to < 85.0000% 3.0
75.0000% to < 80.0000% 2.5
70.0000% to < 75.0000% 2.0
65.0000% to < 70.0000% 1.5
60.0000% to < 65.0000% 1.0

Whether or not the cutoff points are adjusted downward will depend on the overall class average obtained after all scores are in. Therefore, the degree of adjustment, if any, cannot be determined until after the final exam. If there is any downward adjustment to the cutoff points, all categories will be adjusted by the same amount. Individual exam scores are not adjusted. Once the determination for cutoff points for individual grades has been made, and grades have been assigned, requests for higher grades will not be considered except in the case of recording or calculation errors. This is a departmental policy. A copy of this memo is provided in a folder on D2L. There will always be some people who are just below the cutoff for the next highest grade. This is unfortunate, but it is NOT a reason for changing a grade. While you may not feel that your final grade accurately reflects your effort in this course, unless there has been a recording or calculation error, it most likely does, and this does not constitute a reason for changing a grade. Also, there are no extra credit options for the class.

**MISSED CLASSES**
If you miss a class, it is strongly recommended that you get the notes from several people. After you have had time to go over them, see Professor Page or a TA if you have any questions. Copies of the overheads used in class are not given out. Coming late to class or leaving early is not an excuse to request copies of overheads used in class.

**CHEATING**
Cheating of any form on exams will not be tolerated. If cheating is detected, penalties will be assessed which could include suspension from the University. A copy of this Business School Honor Code is provided in a folder on D2L.

**RCPD VERIFIED INDIVIDUALIZED SERVICES AND ACCOMMODATIONS (VISA)**
If you are a student who has a VISA, you must make sure that Prof. Page is aware of your specific requirements as soon as possible so that the needed arrangements can be made. Failure to do so may result in the department not being able to provide the needed accommodations, especially if it is a last minute request.

**LOST EXAMS**
If we do not have a signed scan sheet or a signed copy of the exam, it will be assumed that you did not take the test.

**UNIVERSITY POLICY ON INTELLECTUAL PROPERTY**
As members of a learning community, students are expected to respect the intellectual property of course instructors. All course materials presented to students are the copyrighted property of the course instructor and are subject to the following conditions of use:

1. Students may not record lectures or any other classroom activities.
2. Students may not post recordings or other course materials online or distribute them to anyone not enrolled in the class without the advance written permission of the course instructor and, if applicable, any students whose voice or image is included in the recordings.

3. Any student violating the conditions described above may face academic disciplinary sanctions.

**A WORD OF ADVICE**
Do not wait until the end of the term to ask for help. If you are having difficulties, let us know. We are here to help. Do not come into our offices at the end of the term after having done poorly on the tests and ask what you can do to bring up your grade. Unfortunately, by that time it is often too late. You have ample opportunity to demonstrate your competence with the course material. Therefore, under no circumstances will extra credit work be given. Also, you should make us aware of extenuating circumstances as soon as possible. Waiting until the end of the term to discuss a problem that occurred earlier will not be of value.

**ELECTRONIC SIRS**
Michigan State University takes seriously the opinion of students in the evaluation of the effectiveness of instruction, and has implemented the SIRS (Student Instructional Rating System) process to gather student feedback. This course utilizes the “online SIRS” system. You will receive an e-mail sometime during the last two weeks of class asking you to fill out the SIRS online form at your convenience. Please note the final grade for this course will not be accessible on STUINFO during the week following the submission of grades for this course unless the SIRS online form has been filled out. You will have the option on the online SIRS form to decline to participate in the evaluation of the course – we hope, however, that you will be willing to give us your frank and constructive feedback so that we may instruct students even better in the future.

**TUTORS**
We are often asked if tutors are available for this class. If someone identifies themselves to us as being willing to tutor MKT 317 students, we keep their contact information and give it to anyone who asks. Also, the Learning Resource Center in Bessey Hall often has students willing to tutor for MKT 317. Check their webpage at www.msu.edu/user/lrc Otherwise, if you feel you need a tutor, my advice is to go to the statistics department and ask if any grad students are interested. The marketing department does not keep a list of tutors.

**D2L and Course Webpage**
The course web page can be accessed at the following address:  
http://www.msu.edu/course/msc/317/ Check this page for useful course material. The course is also listed on D2L. D2L contains practice exams that are old exams as well as practice problems and solutions, and some useful videos. If you encounter problems using D2L, please let me know since it is a new course management system.

**THE MKT 317 FAQ FILE**
Since this may be the only part of the syllabus that you will read (which may end up costing you points on an exam), the following is a summary of the most frequently asked questions in MKT 317, along with the correct answers!

1. Should I have already taken STT 315? **YES.**
2. Can I do extra credit work? **NO.**

3. Can I negotiate different weights for the exams if I did not do well on one? **NO.**

4. Can I ask for a higher grade at the end of the term if I think I am close enough? **See memo on D2L regarding requests for higher grades and grade changes.**

5. Is the final cumulative? **YES.**

6. My flight leaves two days before the final. Can I take the makeup final earlier? **No, you may take an incomplete and take the final when you return. However, this problem should have been avoided in the first place.**

**SCHEDULE**

| DATE* | TOPIC | READING ASSIGNMENT:  
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<th>CHAPTER, SECTION</th>
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<td>Course Introduction</td>
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<td>Review of Hypothesis Testing Procedure</td>
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<td>1/17</td>
<td>Levels of Measurement</td>
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<td>Difference of Two Means Test</td>
<td>8.1, 8.2</td>
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<td>1/24</td>
<td>Difference of Two Means Tests—Paired Samples</td>
<td>8.3</td>
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<td>1/26</td>
<td>Difference of Two Proportions</td>
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<td>Tests Involving F-Distribution and Variances</td>
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<tr>
<td>2/2</td>
<td>Topic To Be Determined</td>
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<tr>
<td>2/7</td>
<td><strong>EXAM #1</strong></td>
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<td>2/9</td>
<td>Analysis of Variance (ANOVA)—One Factor</td>
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<td>Introduction to Regression</td>
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<td>2/28</td>
<td>Simple Regression and Least Squares Method</td>
<td>11.3, 11.4, 11.6</td>
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<tr>
<td>3/2</td>
<td>Linear Regression—Various Topics</td>
<td>11.7</td>
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<tr>
<td>3/14</td>
<td>Linear Regression—Various Topics</td>
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<td>3/16</td>
<td>Linear Regression and Correlation Coefficients</td>
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<td>3/21</td>
<td><strong>EXAM #2</strong></td>
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<td>3/23</td>
<td>Multiple Regression - Introduction</td>
<td>12.1, 12.2</td>
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<tr>
<td>3/28</td>
<td>Multiple Regression – Various Topics</td>
<td>12.3, 12.4</td>
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<td>3/30</td>
<td>Multiple Regression - Polynomial &amp; Dummy Variables</td>
<td>12.6, 12.7, 12.8, 12.12</td>
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FINAL EXAM: Thursday, May 4 – 7:45am to 9:45am – in the regular classroom

*Note: Every effort will be made to cover the assigned topics on the scheduled days. However, some adjustment in either direction may occur. If the dates of the exams need to be changed, announcements will be made as soon as possible.

ANY QUESTIONS – PLEASE READ AGAIN

revised: 12-20-16