



MEDIA PLANNING **AND** BUYING

ADV 350, 3 credits

Department of Advertising + Public Relations

College of Communication Arts & Sciences

Michigan State University

FALL 2019

ANASTASIA KONONOVA, Ph.D.

COURSE OBJECTIVES

The course introduces students to basic principles of advertising media planning and buying and enhances their skills in creating successful media plans. Students will learn how to set objectives, develop strategies, and choose tactics to achieve communication goals. They will practice situation analysis, including the analysis of target audience, geography, time, and competitors. They will refine decision-making skills in choosing media for promotional campaigns and acquire hands-on experience with media planning math, budgeting, scheduling, and database work. This class requires students to do basic calculations (addition, subtraction, multiplication, division, and calculation of percentages and proportions) and interpret numbers & frequency tables.

LEARN & UNDERSTAND

- MEDIA PLANNING & BUYING JARGON
- FORMULAS TO CALCULATE WIDELY USED MEDIA INDICES
- SPECIFICS OF EACH MEDIUM
- DIFFERENCES BETWEEN MEDIA OBJECTIVES, STRATEGIES, AND TACTICS

ANALYZE & EVALUATE

- AUDIENCE (PEOPLE, TIME, AND PLACES)
- COMPETITORS
- OVERALL SITUATION
- SYNDICATED RESEARCH DOCUMENTS
- MEDIA CHOICES
- MEDIA PLAN CASES

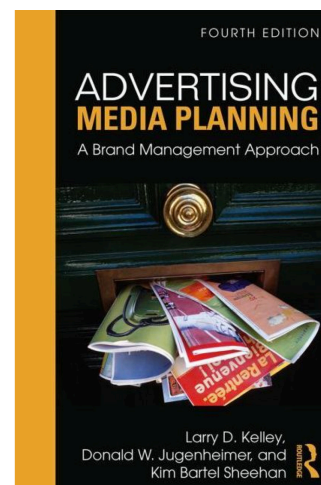
APPLY & CREATE

- MEDIA INDICES CALCULATION
- ESTIMATING MEDIA COSTS
- BUDGETING
- SWOT AND OBJECTIVES, STRATEGIES, TACTICS
- CREATING A MEDIA PLAN

MATERIALS

The following book is required for this course:

TEXTBOOK: Advertising Media Planning: A Brand Management Approach by Larry D. Kelley, Donald W. Jugenheimer, and Kim Bartel Sheehan. Fourth edition (2015). Taylor & Francis. (AMP)



Note that the schedule includes chapters based on the 4th edition. If you want to use earlier editions of the textbook, you might miss some information necessary to successfully complete the course.

COURSEWORK

EXAMS

You will take two exams during the semester. Exam 1 is scheduled for **Oct. 21** (Week 9). Exam 2 will be given on Monday/Tuesday of the finals week (**Dec. 9**). **Note that Exam 2 is not considered to be a final exam because it is not cumulative.** Both exams will be administered online. They will be available for 24 hours, and each student will have 2 hours after starting the test to finish it. Exams will include mostly multiple-choice questions. You can use lecture notes, slides, textbook and online search engines to answer the questions ☺ Easy-breezy ☺ You will be able to see your test score upon completion of the exam but you will only see the correct answers after the exam closes for all students. Schedule a meeting with the instructor or TA after the exam is over to discuss your performance.

READINGS & QUESTION UPLOAD

Before you attend each class, you will be required to read chapters in your AMP textbook. Find the assigned chapters in the course schedule below (pp. 10-14). The chapters are **short**; so do not get discouraged by the quantity of the assigned readings. Note that you must complete the readings before each lecture. For example, the topic of the first lecture is "Introduction to Media Planning & Buying." You need to read chapters 1-2, 5, and 33-34 for that topic (do not panic; it is only 28 pages in total and it is one of the largest readings of the semester ☺). The assigned readings must be completed before that first lecture. Be prepared to ask questions and discuss the readings in class.

You are **required** to upload ONE question about the readings on D2L before each Monday lecture. Each lecture attendee will up-vote the questions. The best question will be discussed during the lecture and win extra points. See below for details.

UP-VOTING & DISCUSSION

You are required to upload ONE question on D2L before each Monday lecture. The question should be based on the readings assigned for that day. It is expected that the question reflects reading materials and shows that you have actually completed the assigned chapters. **If the instructor and TA find a question irrelevant, s/he won't assign any points for it.** To upload your question: **Go to the course folder on D2L → Communication → Discussion. Find the correct topic name and click on it (topic names correspond to topics outlined in the course schedule – see the last pages of this syllabus). Upload your question by clicking "Start a New Thread" button. Put a short title in the subject line. Write ONE question in the body of the thread and click "Post."**

Toward the end of each Monday lecture, you will have 5 minutes to read all questions posted by students in your section. You will up-vote 1 (one) question. To vote, click on the thread name (the short title) and use the "+" button on the top left. The top-voted question across all sections will be discussed in class. Students who will have posted the top-voted question(s) will earn extra 2.5 points. Additional one question will receive extra 2.5 points based on your TA's evaluation and judgment.

COURSEWORK

ATTENDANCE

You are expected to attend classes (see Attendance Policy), ask questions, and participate in class discussions and other activities. If you do not attend, you are not eligible to participate in in-class and in-recitation activities and do in-class and in-recitation exercises and assignments on Mondays and Wednesdays/Fridays. Failing to attend Monday lectures may cost you discussion participation points and failing to participate in recitation activities may reduce your grade by 5 to 15 points per recitation. In total, discussion participation is worth 30 points (4.3% of the final grade). Recitation activities are worth 120 points (17% of the grade). The instructor and TAs will take a note of student participation during each class to assign participation grade at the end of the semester. They will observe how students work in teams to assess their teamwork performance. **Being late for more than 15 minutes in class will make you ineligible to vote, participate in question discussion, and recitation activities.**

RECITATION ACTIVITIES

You will participate in multiple in-recitation activities (expect to have one in each recitation session). **You MUST be present in class to complete any in-class assignment.** These activities can involve individual and group work. If it is a group assignment, you are expected to contribute to your team's work significantly to earn points. Activities will range from case study analysis to calculating media indices, creating schedules and budgets, and working with marketing databases to find relevant information, among others.

HOMEWORK

You will complete four homework assignments. **All homework assignments will be teamwork based.** Approach each homework as a step toward completion of your final group project – a media plan. You will receive detailed instructions on each homework during the semester.

MEDIA PLAN

By the end of the semester, you will create a media plan based on what you will have learned in class. The media plan is a team project. You will work in groups of 5 students to put together the document. The completed project is due on **Dec. 4 (sections 1, 2, 5, 6) and Dec. 6 (sections 3, 4, 7, 8)**. Part of the project's final grade (or, in some cases, the whole grade) will depend on peer evaluations. Additional instructions will be provided.

INDUSTRY REPORT

You are required to present ONE news article summary about the latest developments in the world of media planning and buying. Information must be timely and relevant to the course topic. Sign up for industry presentations in class. You may use visuals for presentation.

GRADE WEIGHT

Exams = 200 points (100 points each)

Recitation activities = 120 points (points per activity may vary)

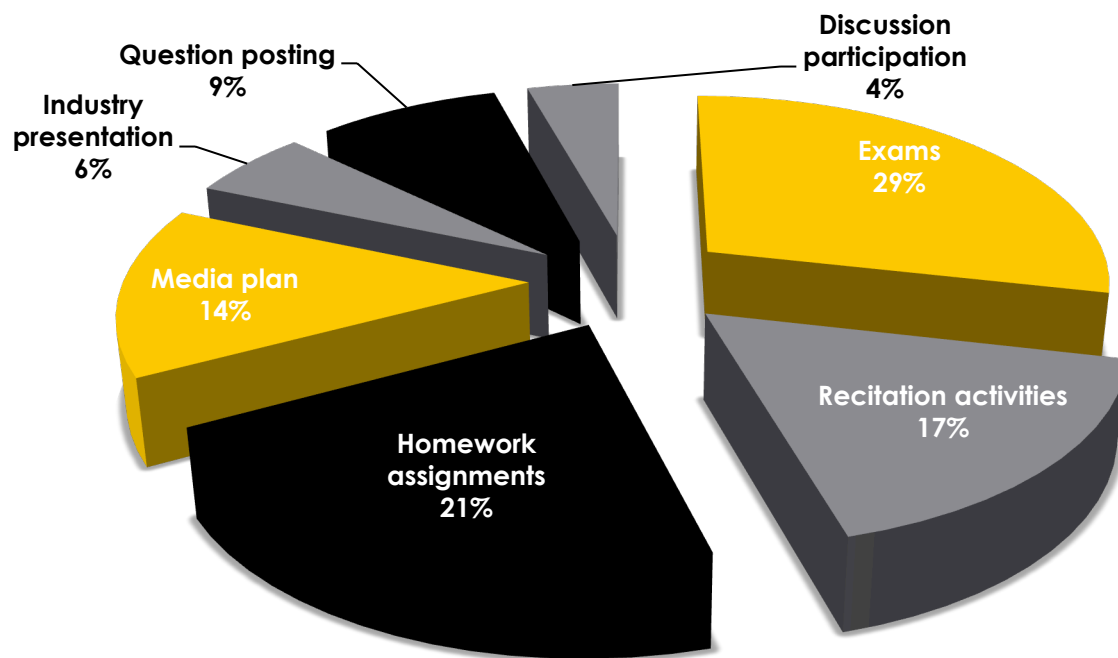
Homework assignments = 150 points (HW 1 to 3 = 30 points each; HW 4 = 60 points)

Media plan = 100 points

Industry presentation = 40 points

Question posting = 60 points (5 points per one weekly question)

Active discussion participation = 30 points



GRADING SCALE

POINTS	PERCENT	GRADE
630 – 700	90-100%	4.0
595 – 629	85-89.9%	3.5
560 – 594	80-84.9%	3.0
525 – 559	75-79.9%	2.5
490 – 524	70-74.9%	2.0
455 – 489	65-69.9%	1.5
420 – 454	60-64.9%	1.0
Under 420	under 60%	0.0

COURSE POLICIES

Attendance

Students whose names do not appear on the official class list for this course may not attend this class. Instructor and the TAs may choose to monitor attendance of each lecture and recitation session. You are expected to attend each class. Remember that attendance on its own does not contribute to the final grade. Your final grade depends on the quality of your work and the level of understanding of class material. Recitation activities, question discussion, etc., will require you to be present in class in order to earn points. If you are not present during any graded in-class activities, you will not earn points for them. You may not ask other people to come to class instead of you and complete these assignments.

If you miss a class, make-up assignments and exams will be allowed only in cases of extreme emergency, such as a health-related issue or death of an immediate family member. A student will be asked to provide proper documentation as a proof of the emergency incidence. Please provide the documentation and schedule the make-up appointment with the instructor or TA **WITHIN TWO WEEKS** upon returning from the emergency trip/dealing with the emergency incident, etc. **Provide a hard copy of the proper documentation in person and email an e-copy to both TA and instructor.** If an emergency happens in the beginning or middle of the semester and a student requests a make-up in the finals week, we will not be able to accommodate the request. Please be proactive. Excuses such as weddings and other celebrations, work vs. class schedule conflicts, traveling for purposes not related to MSU business, etc., are not accepted as reasons for make-ups.

Students who fail to attend the first four class sessions or class by the fifth day of the semester, whichever occurs first, may be dropped from the course.

Assignment work and submission

Some assignments will be completed in teams, but some might require individual work. **You may not complete individual assignments in groups.** In case two or more students, or two or more groups, submit identical or very similar in format or wording assignments that are supposed to be based on individual work, both/all will receive zero points on it. If it happens more than once, students will receive a zero (F) as the final course grade. You may discuss the ways to solve assignment problems, which is a common learning strategy for students, but you are not allowed to copy assignments of others or to share your completed work with others. **You may not use online services to complete assignments and you may not ask someone else to do your work.**

Submit each assignment before it is due. All assignments have to be submitted as PDF documents unless the other is specified. Many assignments will have to be submitted to folders on D2L. After submitting an assignment on D2L, you should receive a confirmation message. **Keep ALL confirmation messages from D2L as a proof of submission.** Right after submitting an assignment, check if it is visible on D2L. If you cannot find it, if you don't receive a confirmation message, or if there is another D2L problem that does not allow you to upload the assignment, immediately contact the instructor or/and TA **and attach a copy your completed assignment to your email.** If you don't have a confirmation message and

COURSE POLICIES (continued)

don't contact the teacher within 15 minutes after the deadline with the completed assignment in an email attachment, we will not accept your work or you will lose points (see below). **Note that the dates of Word file creation and modification will not count as proof of assignment completion.**

If you submit an assignment within 24 hours after the deadline, you will lose 10% of the grade on that assignment. Being late for up to 48 hours will result in losing 20% of the grade. Submitting within 72 hours after the deadline will cost you 30% of the grade. If you submit within 96 hours after the deadline, 40% of the grade will be deducted. These % will be deducted IN ADDITION to grading the assignment. Assignments submitted after 96 hours (4 days) after the deadline will not be accepted.

If you miss a deadline because of a health-related emergency or death of an immediate family member, you will be able to make up for it upon providing the necessary documentation as a proof (provide the documentation and request the makeup within the two weeks upon returning from the emergency trip). Excuses such as weddings and other celebrations, work vs. class schedule conflicts, traveling for purposes not related to MSU business, etc., are not accepted to justify the failure to submit on time. If you work as a team and your team partner has an emergency situation, it is **your responsibility** to notify the instructor and TAs before the deadline and ask for special accommodations.

COURSE EXPECTATIONS

Being late and leaving early

Being late for class for longer than 15 minutes will count as an absence and result in zero points on any in-class activity, exam, or discussion. If you arrive late, the instructor or a TA will record your name to keep track of assigning points for in-class activities, etc. You may not have extra time to complete assignments distributed in the beginning of class if you are late. **If you are late for longer than 5 minutes on the day you present your industry report, you may not make up for it.** If you leave class early, i.e., before lectures and assignments are provided, the instructor or TA will take a note, as well, and you will not receive points for in-class activities. Please notify the instructor or TA about any instance when you could be late or leave early.

Technology issues & etiquette

Back up all your work to protect both of us from lost assignments or computer problems. Ensure Internet connection around the time of each deadline and exam. Poor Internet connection, dead computer battery, computer crashing, forgetting a charger at home, will not count as legitimate excuses for not submitting assignments on time or not submitting them at all.

You will need laptops to complete many of the in-class activities and exams. **Please bring**

COURSE EXPECTATIONS

laptops to each lecture (remember that you will need to vote for discussion questions on D2L) and recitation. You, however, may NOT use screen devices in class for purposes other than in-class assignments (e.g., checking Instagram, Facebook, or Snapchat, texting, shopping online, playing games, etc., are not allowed). You may use a calculator (including the one on your phone or computer) to complete the assignments.

Copyright infringement

You must be aware that any class materials distributed at MSU are **the intellectual property of the university**. Sharing these materials offline and online with anyone who is not enrolled in the class this semester will have legal consequences. Note that sharing class information, such as slides, quiz and exam questions and answers, media plans, etc., is not acceptable in this and any other course.

Consulting online services

Beware that any incident of 1) finding or purchasing assignment, quiz, or exam answers online or 2) seeking help of an online service to complete an assignment, quiz, or exam will result in earning an “F” in the course. Complete all assignments, quizzes, and exams by yourself or with your team members.

Reading and taking lecture notes

Complete assigned readings before each class. Your assignments and tests will require you to use both textbook and lecture notes.

Grading time / Email response time

Allow **seven business days** after assignment submission to receive feedback.

Your emails will be answered within 24 to 48 hours (on workdays) after they are received. If you do not receive an answer within 48 hours, please do not hesitate to contact us again. We will not answer your questions if the answer can be found in the syllabus. We strive to create a comprehensive course syllabus, but additional information will be regularly shared via D2L. You are expected to check D2L regularly and to check each assignment folder for information regarding deadlines, formatting and assignment deliverables.

Changes

This syllabus is subject to change. Any changes will be communicated to you in class, by email, or through Desire2Learn (D2L). Attend classes and check your email regularly.

Exam 2

Exam 2 might be given during the finals week; however, this is not your final exam because it is not cumulative. That is why the date of the exam can be different from the one specified in the university’s schedule. Please consult this syllabus for information about the date of Exam 2.

Class management software

The online system to use in this class is Desire2Learn: <http://d2l.msu.edu>.

ACADEMIC HONESTY & INTEGRITY

The Spartan Code of Honor Academic Pledge

“As a Spartan, I will strive to uphold values of the highest ethical standard. I will practice honesty in my work, foster honesty in my peers, and take pride in knowing that honor in ownership is worth more than grades. I will carry these values beyond my time as a student at Michigan State University, continuing the endeavor to build personal integrity in all that I do.”

Academic Honesty

Article 2.3.3 of the [Academic Freedom Report](#) states that "The student shares with the faculty the responsibility for maintaining the integrity of scholarship, grades, and professional standards." In addition, the (insert name of unit offering course) adheres to the policies on academic honesty as specified in General Student Regulations 1.0, Protection of Scholarship and Grades; the all-University Policy on Integrity of Scholarship and Grades; and Ordinance 17.00, Examinations. (See [Spartan Life: Student Handbook and Resource Guide](#) and/or the MSU Web site: www.msu.edu.) Therefore, unless authorized by your instructor, you are expected to complete all course assignments, including homework, lab work, quizzes, tests and exams, without assistance from any source. You are expected to develop original work for this course; therefore, you may not submit course work you completed for another course to satisfy the requirements for this course. Also, you are not authorized to use the www.allmsu.com Web site to complete any course work in this course. Students who violate MSU academic integrity rules may receive a penalty grade, including a failing grade on the assignment or in the course. Contact your instructor if you are unsure about the appropriateness of your course work. (See [Academic Integrity](#) webpage.)

Accommodations for Students with Disabilities

(from the Resource Center for Persons with Disabilities (RCPD))

Michigan State University is committed to providing equal opportunity for participation in all programs, services and activities. Requests for accommodations by persons with disabilities may be made by contacting the Resource Center for Persons with Disabilities at 517-884-RCPD or on the web at rcpd.msu.edu. Once your eligibility for an accommodation has been determined, you will be issued a Verified Individual Services Accommodation ("VISA") form. Please present this form to me at the start of the term and/or two weeks prior to the accommodation date (test, project, etc.). Requests received after this date may not be honored.

Disruptive Behavior

Article 2.III.B.4 of the [Academic Freedom Report \(AFR\)](#) for students at Michigan State University states: "The student's behavior in the classroom shall be conducive to the teaching and learning process for all concerned." Article 2.III.B.10 of the [AFR](#) states that "The student has a right to scholarly relationships with faculty based on mutual trust and civility." [General Student Regulation 5.02](#) states: "No student shall . . . interfere with the functions and services of the University (for example, but not limited to, classes . . .) such that the function or service is obstructed or disrupted. Students whose conduct adversely affects the learning environment in this classroom may be subject to disciplinary action through the Student Judicial Affairs office.

EXTRA CREDITS

Throughout this semester, you have an opportunity to earn bonus points toward your grade in Media Planning & Strategy course (**ADV 350, sections 001, 002, 003, 004, 005, 006, 007, and 008**). Note that this option might NOT be universal for ADV 350 sections taught by other instructors. This bonus research participation is worth 4% or 28 points in this course. To earn these points, you will need to complete four (4) hours of research participation. You may do this one of two ways (or through a combination of options A and B below). **Note that you can earn UP TO 4% of the grade, which is the maximum limit, but, if you wish, you can earn less than that.**

OPTION A

You may sign-up for studies using the SONA system (<https://msucas.sona-systems.com>). The SONA system allows you to look at active studies that require research participants, view available time slots, and select a time slot that best suits your schedule. Researchers will also use the SONA system to award you SONA credits in exchange for participation. SONA credits are awarded on the basis of how long each study takes. One-hour studies earn you 1 SONA credit (which is equal to 1% or 7 points in this class). Half hour studies earn you half a SONA credit. Please be aware that this option closes **at 5 pm on Dec. 3, 2019 (Tuesday)**, and no additional research opportunities will be available after that date.

OPTION B

If you do not wish to participate in the studies advertised on the SONA system, please contact the instructor regarding alternative research assignments or other activities. You may complete alternative assignments/activities to earn bonus points in this course. These alternative assignments are valued and credited in the same manner as studies advertised on SONA. Specifically, your instructor will award one “alternative credit” (which is equal to 1% or 7 points in this class) for what she believes constitutes work that would take one hour of your time to complete. Please be aware that this option must be **requested by Oct. 2, 2019**, this semester and no additional opportunities will be made available after that date. Requests received before Oct. 2, 2019, will be granted and those projects will be due **at 5 pm on Dec. 3, 2019 (Tuesday)**.

Use of the SONA system assumes you will act responsibly and only sign up for events/studies you plan to attend or complete. If you repeatedly fail to show up for events, your account will be restricted until next semester. **The “3 strikes and you’re out” rule means that when you fail to show up to an event/study or complete an online survey that you chose to sign up for, then your account will be limited and you will see far fewer ads (and will likely have trouble completing the credits for this course).** You can avoid having your account restricted by only signing up to studies/events that you plan to attend/complete. If you find that you can no longer attend an event or complete a study, you must cancel your sign up. If it is too late to cancel, please contact the researcher and explain your absence within 24 hours. **If you choose Option A, up to 50% of extra credit can be earned in online studies and another 50% should be earned in lab studies.**

COURSE SCHEDULE

WEEK 1

WEDNESDAY, Aug. 28

Introduction to the Course: Syllabus Overview

Technology testing

Note: Because Wednesday (08/28) schedule follows Monday schedule (only during the first week of classes), there will be **no recitation sessions held on Wednesday for class sections 1, 2, 5, and 6 that day**

FRIDAY, Aug. 30

No recitation held (attention sections 3, 4, 7, and 8)

WEEK 2

MONDAY, Sept. 2

Labor Day

No lecture

WEDNESDAY/FRIDAY, Sept. 4

Student and TA introductions & questions about course organization

Case study analysis: What makes a media campaign successful?

Applied fun math review 1 and other in-class activities

WEEK 3

MONDAY, Sept. 9

Introduction to Media Planning & Buying

AMP: Chapters 1-2, 5, 33-34

Question voting and discussion

WEDNESDAY/FRIDAY, Sept. 11

Elements of a Media Plan

AMP: Chapters 3 and 36

*Media plan group assignment handed out (final document **due Dec. 4, 6**)*

Splitting to media plan teams (5 students per team) and identifying a client

Applied fun math review 2 and other in-class activities

COURSE SCHEDULE

WEEK 4

MONDAY, Sept. 16

Target Analysis

AMP: Chapter 7

Question voting and discussion

WEDNESDAY/FRIDAY, Sept. 18, 20

Working with databases: Target audience analysis

In-class activities (Introduction to Mintel and Simmons OneView; working with crosstabs)
Homework assignment 1 handed out (due Oct. 2, 4). Homework assignment 1 will require you to conduct the analysis of the target audience and their geographic location(s).

WEEK 5

MONDAY, Sept. 23

Geographic Analysis

Introduction to U.S. Census, Nielsen PRIZM, and SimplyAnalytics tools

AMP: Chapter 8

Question voting and discussion

WEDNESDAY/FRIDAY, Sept. 25, 27

Geography Analysis (finish working with databases)

In-class activities

WEEK 6

MONDAY, Sept. 30

Competitive Analysis

Introduction to databases (Market Share Reporter, IBIS World, eMarketer, Ad\$ponder)

AMP: Chapter 10

Question voting and discussion

WEDNESDAY/FRIDAY, Oct. 2, 4

Competitive Analysis

Working with databases in class

Homework assignment 1 due. Homework assignment 2 handed out (due Oct. 16, 18).
Homework assignment 2 will require you to conduct competitive analysis that includes 1) evaluation of your client's company and its competitors and 2) evaluation and comparison of the company's and competitors' advertising and media strategies.

COURSE SCHEDULE

WEEK 7

MONDAY, Oct. 7

Situation Analysis. SWOT Analysis.

Time Analysis

AMP: Chapters 6 and 9

Question voting and discussion

WEDNESDAY/FRIDAY, Oct. 9, 11

Team project work

In-class activities

WEEK 8

MONDAY, Oct. 14

Objectives, Strategies, and Tactics: Intro to REACH & FREQUENCY

AMP: Chapters 4, 13, and 15

Question voting and discussion

WEDNESDAY/FRIDAY, Oct. 16, 18

Team project work

In-class activities

Homework assignment 2 due. Homework assignment 3 handed out (**due Oct. 30, Nov. 1**). Homework assignment 3 will, first, require you to summarize the main findings about your client related to target, geography, competition, and time and put together a SWOT analysis. Further, based on your situation analysis, you will identify your client's media campaign goals and draw marketing, advertising, and media objectives.

WEEK 9

MONDAY, Oct. 21

Exam 1

Exam 1 will be available **online** for 24 hours: From 10 AM on Oct. 21 (Monday) till 10 AM on Oct. 22 (Tuesday). Note that you will have only 2 hours from the moment you start the exam to finish it.

WEDNESDAY/FRIDAY, Oct. 23, 25

Team project work

In-class activities

COURSE SCHEDULE

WEEK 10

MONDAY, Oct. 28

Media Buying Jargon. Part 1: From Ratings and Impressions to GRP and TAI

AMP: Chapter 16

Question voting and discussion

WEDNESDAY/FRIDAY, Oct. 30, Nov. 1

Media Buying Jargon. Part 1: From Ratings and Impressions to GRP and TAI

In-class activities

Homework assignment 3 due

WEEK 11

MONDAY, Nov. 4

Media Buying Jargon. Part 2: CPM, CPP, and Other “Costs Per”

AMP: Chapter 17

Question voting and discussion

WEDNESDAY/FRIDAY, Nov. 6, 8

Media Buying Jargon. Part 2: CPM, CPP, and Other “Costs Per”

In-class activities

WEEK 12

MONDAY, Nov. 11

Budgeting and Scheduling

AMP: Chapters 12, 18-19, 40

Introduction to Standard Rates and Data Service (SRDS)

Question voting and discussion

WEDNESDAY/FRIDAY, Nov. 13, 15

Budgeting and Scheduling

Working with SRDS. Working with Excel to budget and schedule.

Homework assignment 4 handed out (due Nov. 27, 29). Homework assignment 4 will require you to focus on your media strategies and tactics. You will pick specific media vehicles for your campaign, describe them, analyze their audiences, and justify your choice. Next, you will define reach and frequency for each vehicle and estimate how much it will cost to advertise in it. Then, you will provide the summary of your media tactics in a budget table and a flowchart created in an Excel file.

COURSE SCHEDULE

WEEK 13

MONDAY, Nov. 18

Traditional Media: Print, Radio, TV

AMP: Chapters 20-22

Question voting and discussion

WEDNESDAY/FRIDAY, Nov. 20, 22

No recitations for all sections. Thanksgiving Thursday & Friday.

WEEK 14

MONDAY, Nov. 25

Digital (Internet-Based) Media

AMP: Chapters 24-25, 27, and 30

Question voting and discussion

WEDNESDAY/FRIDAY, Nov. 27, 29

In-class activities (TBA), project teamwork

Homework assignment 4 due

WEEK 15

MONDAY, Dec. 2

Out-of-Home Media + Other Media

AMP: Chapters 23 and 26

Question voting and discussion

TUESDAY, Dec. 3

Last day of SONA research participation (optional)

Alternative extra credit assignment due

WEDNESDAY/FRIDAY, Dec. 4, 6

Final project presentations (5 presentations, 10 minutes each + 5 minutes for questions and feedback per presentation – please send visuals to your TA before the recitation to save time).

Final project due by the end of day (midnight)

COURSE SCHEDULE

LAST WEEK

MONDAY, Dec. 9

Exam 2

Exam 2 will be available **online** for 24 hours: From 10 AM on Dec. 9 (Monday) till 10 AM on Dec. 10 (Tuesday). Note that you will have only 2 hours from the moment you start the exam to finish it. Also, remember that Exam 2 is not cumulative. Thus, it is not considered to be a final exam and it does not have to be administered during university's standard finals times. Exam 2 is administered during the finals week, but it is not a final exam. Thus the class, per se, does not have a final exam ☺