



**AEB3341**

## **COURSE SYLLABUS**



### **CONTACT INFORMATION**


#### **INSTRUCTOR**

##### **Name**

John Lai

##### **Email**

[johnlai@ufl.edu](mailto:johnlai@ufl.edu) (<mailto:johnlai@ufl.edu>)

Note: Email via Canvas is not recommended. Instead, use [GatorMail](https://www.mail.ufl.edu/)  (<https://www.mail.ufl.edu/>) and in the subject line, please include the following key phrase below and your group/team number: **AEB3341**

##### **Office Hours**

MWF 9 AM - 10 AM EST

Additional times available by request, please schedule an appointment via email.

##### **Zoom Link**

<https://ufl.zoom.us/j/3523521109> (<https://ufl.zoom.us/j/3523521109>)

Please note, you may be initially placed in a waiting room if there is another student ahead of you (first come first served). You may hold for the meeting to free up or send an email.

##### **Office Location**

1109 McCarty Hall B

Please send an email for other times by appointment.

## Department

Food and Resource Economics Department

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## TEACHING ASSISTANT

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### Name

Amanda Heinzmann

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### Email

[amandaheinzmann@ufl.edu](mailto:amandaheinzmann@ufl.edu) (<mailto:amandaheinzmann@ufl.edu>)

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### Office Hours

Mondays and Wednesdays 12:00 PM - 1:00 PM EST

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### Zoom Link

<https://ufl.zoom.us/j/5520047492> (<https://ufl.zoom.us/j/5520047492>)  
(<https://ufl.zoom.us/j/5520047492>)  
(<https://ufl.zoom.us/j/7652024193>)

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### Office Location

McCarty Hall B Room G120

Please send an email for other times by appointment.

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## Department

Food and Resource Economics Department

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Please use UF GatorMail for best results **(do not use the Canvas mail tool because the mail service can cause delays in response)**. Expect a response within 2 business days. If no response is received after 2 days, please do not hesitate to follow up.



## COURSE OBJECTIVES

By the end of this course, you will be able to:

- Apply the Core Principles of Professional Selling to the sales workplace and marketplace.
- Understand how personal selling is a major function within a firm's marketing and promotional mix.
- Improve your communication ability.
- Familiarize yourself with the principles of selling.
- Prepare and present a sales presentation; visually, verbally, and non-verbally communicate your information using the selling skills discussed throughout the course.



## COURSE DESCRIPTION

This strategic selling course will introduce professional selling techniques for all products with special emphasis on food and agricultural products, technical systems, and services.



## COURSE INFORMATION

**Course:** AEB3341

**Semester/year:** Spring 2025

**Credit Hours:** 3.0

**Location:** Fully Online – All class work will be completed asynchronously through Canvas.

**Students Enrolled in the International (INTL) Section Only:** This message is intended only for students who are enrolled in the **INTL section**. Only students who are registered in the **INTL section of AEB3341** will be **required** to complete Exam 1 in-person (this is not optional). (Note: The vast majority of students are registered in the 100% online section. You will have received prior contact if you are registered for the **INTL** in-person section from your advisor or instructor.) **INTL Section** Students will be required to bring their own laptop computers to complete the same exam as all other sections. The same time-limit restrictions apply for all exams. The only difference

between in-person exams and online exams is that in-person exams will take place on UF Main Campus (Gainesville, FL) in a classroom-style environment with an in-person proctor. **INTL Section** Exam 1 will take place in McCarty Hall B Room 1086 from 12:45pm - 2:45pm on Friday, February 2, 2024. Please plan accordingly to ensure that you arrive on-time and prepared to complete the exam on your own laptop computer.



## COURSE REQUIREMENTS

### REQUIRED TEXTBOOK

Futrell, C. M., Agnihotri, R., & Krush, M. T. (2019). *Abc's of relationship selling through service*. McGraw-Hill Education. (ISBN-13: 978-1260169829)

This textbook can be purchased at:

**University of Florida Bookstore** (<https://www.bkstr.com/floridastore/shop/textbooks-and-course-materials>)\_ (**textbook direct link** (<https://www.bkstr.com/floridastore/product/abc-s-of-relationship-selling-through-service--rrmcg-429654-1>)).

Alternatively, you may also purchase the textbook at other retailers.

Coursework will require ongoing use of a computer and a broadband connection to the Internet. The University of Florida provides various software resources such as Microsoft Office Suite. You can access these resources through the UF Apps site at: <https://info.apps.ufl.edu/> (<https://info.apps.ufl.edu/>).

### PREREQUISITES

There are no prerequisites for this course.

### MINIMUM TECHNOLOGY REQUIREMENTS

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate.

The University of Florida expects students entering an online program to acquire computer hardware and software appropriate to their degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include:

- Webcam
- Microphone
- Broadband connection to the internet and related equipment (cable/DSL modem)
- Microsoft Office Suite installed (provided by the university)

Individual colleges may have additional requirements or recommendations, which students should review before starting their program.

## MINIMUM TECHNICAL SKILLS

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To complete your tasks in this course, you will need a basic understanding of operating a computer and using word processing software.

## PROFESSIONALISM STANDARD

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Students are expected to conduct themselves professionally and demonstrate respect and deference to their peers and the instructional team. Offensive language or other inappropriate behavior that causes a deterioration in the quality of the learning environment, as determined by the course instructor, shall result in the offending student(s) receiving a final grade penalty of 2%. Professionalism involves each of the following:

### ▸ Respect for Others

A professional strives to understand the differences among classmates and colleagues, provides fair constructive feedback when asked to evaluate others, contributes equitably in group work, and is punctual and avoids disrupting the learning and work environment. Professionals respect others' expectations of confidentiality and privacy.

### ▸ Commitment to Quality

A professional aims for the highest possible standard of performance and endeavors to produce work in which he or she can take true pride.

### ▸ Responsibility

A professional takes responsibility for his or her own progress by being prepared for classes, labs, meeting, and other activities. A professional also takes responsibility for his or her actions with care for consequences that might evolve and for how their actions will affect others.

## ▸ Personal Integrity

Professionalism is reflected by the extent to which others can rely upon you. A professional can be counted on to follow through on commitments, avoid conflicts of interest and bias, and adhere to the rules of organizations with which they are involved, such as the University of Florida.

## COMMUNICATION

As you complete this course, please feel free to reach out whenever you need help. Dr. Lai is available via email at [johnlai@ufl.edu](mailto:johnlai@ufl.edu) (<mailto:johnlai@ufl.edu>) (preferred contact method). You are also welcome to reach out Amanda Heinzmann ([amandaheinzmann@ufl.edu](mailto:amandaheinzmann@ufl.edu) (<mailto:amandaheinzmann@ufl.edu>)), who is the teaching assistant for this course. Students can expect a response in approximately 2 business days. If after 2 business days you have not received a response, please politely follow up in case any one of us misses your email.

If you are experiencing any technical difficulties such as problems with logging in or other issues related to Canvas, you should contact the Gator Help Desk for support (<http://helpdesk.ufl.edu/getting-help-for-gatorlink-log-in-issues/> (<http://helpdesk.ufl.edu/getting-help-for-gatorlink-log-in-issues/>)).

## MATERIALS/SUPPLY FEES

There is no supply fee for this course.

## CANVAS INFORMATION

Canvas is where course content, grades, and communication will reside for this course.

- [ufl.instructure.com](http://ufl.instructure.com)
- For Canvas, Passwords, or any other computer-related technical support contact the [IT Service Desk \(http://helpdesk.ufl.edu/\)](http://helpdesk.ufl.edu/).
  - Available 24 hours a day, 7 days a week
  - [\(352\) 392-HELP \(4357\)](tel:3523924357)

- <http://helpdesk.ufl.edu/> (<http://helpdesk.ufl.edu/>)
- [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu) (<mailto:helpdesk@ufl.edu>) (<mailto:helpdesk@ufl.edu>)

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

## ONLINE PROCTORING

Prior to each exam, it is the student's responsibility to ensure that their computer software is properly updated and that the Honorlock Chrome Extension is installed. You can run a free system check by visiting the HonorLock website and clicking on RUN SYSTEM CHECK at:

<https://honorlock.com/support/> ([https://urldefense.proofpoint.com/v2/url?u=https-3A\\_\\_nam04.safelinks.protection.outlook.com\\_-3Furl-3Dhttps-253A-252F-252Furldefense.proofpoint.com-252Fv2-252Furl-253Fu-253Dhttps-2D3A-5F-5Fnam04.safelinks.protection.outlook.com-5F-2D3Furl-2D3Dhttps-2D253A-2D252F-2D252Furldefense.proofpoint.com-2D252Fv2-2D252Furl-2D253Fu-2D253Dhttps-2D2D3A-2D5F-2D5Fnam04.safelinks.protection.outlook.com-2D5F-2D2D3Furl-2D2D3Dhttps-2D2D253A-2D2D252F-2D2D252Fhonorlock.com-2D2D252Fsupport-2D2D252F-2D2D26data-2D2D3D02-2D2D257C01-2D2D257Csandberg1-2D2D2540usf.edu-2D2D257Cbb17779f43ab418d4ab508d82e65b9fc-2D2D257C741bf7dee2e546df8d6782607df9deaa-2D2D257C0-2D2D257C0-2D2D257C637310361734896250-2D2D26sdata-2D2D3DD8bzgPDjzKfT-2D2D252F0LpJKxsM-2D2D252B-2D2D252FdlZfVFAZtgdsic934dPA-2D2D253D-2D2D26reserved-2D2D3D0-2D2526d-2D253DDwMGaQ-2D2526c-2D253DsJ6xIWYx-2D2DzLMB3EPkvcnVg-2D2526r-2D253DZ-2D5FEWBWiUflwREkU0Xtm93g-2D2526m-2D253D6EGiaxXIDmI77RRUZpbVqpXmw9OMX-2D2DAoINfUAJk-2D2DBsM-2D2526s-2D253DDkqVGj4Td8l4dQDZt6meqGQkKaNBFXp38HzbL-2D2Dhy4o-2D2526e-2D253D-2D26data-2D3D02-2D257C01-2D257Csandberg1-2D2540usf.edu-2D257Cccd002112af2474cc83508d8380fe1e9-2D257C741bf7dee2e546df8d6782607df9deaa-2D257C0-2D257C0-2D257C637320988157242833-2D26sdata-2D3DIDIkMDqv18nfQNqeA2juD5fQOI9kRbPvnTAyzHsFHR4-2D253D-2D26reserved-2D3D0-2526d-253DDwMGaQ-2526c-253DsJ6xIWYx-2DzLMB3EPkvcnVg-2526r-253DZ-5FEWBWiUflwREkU0Xtm93g-2526m-253DVPWc0ERIsM6aGA6AsyvYllxyQXldVoRhW4rcdAXrCmE-2526s-253DdQpU4xFe2THgZspw45LTBq5XrQF22g4EESPjSa1Z5jg-2526e-253D-26data-3D02-257C01-257Csandberg1-2540usf.edu-257Cc3a3e18343ac4501022508d83960d5af-](https://urldefense.proofpoint.com/v2/url?u=https-3A__nam04.safelinks.protection.outlook.com_-3Furl-3Dhttps-253A-252F-252Furldefense.proofpoint.com-252Fv2-252Furl-253Fu-253Dhttps-2D3A-5F-5Fnam04.safelinks.protection.outlook.com-5F-2D3Furl-2D3Dhttps-2D253A-2D252F-2D252Furldefense.proofpoint.com-2D252Fv2-2D252Furl-2D253Fu-2D253Dhttps-2D2D3A-2D5F-2D5Fnam04.safelinks.protection.outlook.com-2D5F-2D2D3Furl-2D2D3Dhttps-2D2D253A-2D2D252F-2D2D252Fhonorlock.com-2D2D252Fsupport-2D2D252F-2D2D26data-2D2D3D02-2D2D257C01-2D2D257Csandberg1-2D2D2540usf.edu-2D2D257Cbb17779f43ab418d4ab508d82e65b9fc-2D2D257C741bf7dee2e546df8d6782607df9deaa-2D2D257C0-2D2D257C0-2D2D257C637310361734896250-2D2D26sdata-2D2D3DD8bzgPDjzKfT-2D2D252F0LpJKxsM-2D2D252B-2D2D252FdlZfVFAZtgdsic934dPA-2D2D253D-2D2D26reserved-2D2D3D0-2D2526d-2D253DDwMGaQ-2D2526c-2D253DsJ6xIWYx-2D2DzLMB3EPkvcnVg-2D2526r-2D253DZ-2D5FEWBWiUflwREkU0Xtm93g-2D2526m-2D253D6EGiaxXIDmI77RRUZpbVqpXmw9OMX-2D2DAoINfUAJk-2D2DBsM-2D2526s-2D253DDkqVGj4Td8l4dQDZt6meqGQkKaNBFXp38HzbL-2D2Dhy4o-2D2526e-2D253D-2D26data-2D3D02-2D257C01-2D257Csandberg1-2D2540usf.edu-2D257Cccd002112af2474cc83508d8380fe1e9-2D257C741bf7dee2e546df8d6782607df9deaa-2D257C0-2D257C0-2D257C637320988157242833-2D26sdata-2D3DIDIkMDqv18nfQNqeA2juD5fQOI9kRbPvnTAyzHsFHR4-2D253D-2D26reserved-2D3D0-2526d-253DDwMGaQ-2526c-253DsJ6xIWYx-2DzLMB3EPkvcnVg-2526r-253DZ-5FEWBWiUflwREkU0Xtm93g-2526m-253DVPWc0ERIsM6aGA6AsyvYllxyQXldVoRhW4rcdAXrCmE-2526s-253DdQpU4xFe2THgZspw45LTBq5XrQF22g4EESPjSa1Z5jg-2526e-253D-26data-3D02-257C01-257Csandberg1-2540usf.edu-257Cc3a3e18343ac4501022508d83960d5af-))


[257C741bf7dee2e546df8d6782607df9deaa-257C0-257C0-257C637322435359067425-26sdata-3DW6vzjP7ONoO3fjWzb9-252FA4P1zX0BMNVcbHh4MQT996Ug-253D-26reserved-3D0&d=DwMGaQ&c=sJ6xIWYx-zLMB3EPkvcnVg&r=Z\\_EWBWiUflwREkU0Xtm93g&m=E5HFtIBR2U3Klpa60OHoAIGDJ4G4p2Gi9SEgLUxRf\\_q1zxRfG8k\\_2zo&e=\)](#). If you experience any technical difficulties, you should seek assistance from

GatorHelp Desk. For issues related to HonorLock, live support is available 24/7 via phone, chat, or email. If you encounter issues during an exam, HonorLock Support is built into the exam platform and available in real time. As you navigate through your exam, a link to live chat and support services will be available at all times by clicking on the help button in the exam.

## Honorlock Minimum System Requirements

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You will need a laptop or desktop computer with a webcam, a microphone, and a photo ID. The webcam and microphone can be either integrated or external USB devices.

Honorlock requires that you use the [Google Chrome](https://www.google.com/chrome/)  (<https://www.google.com/chrome/>) browser and that you must add the Honorlock extension to Chrome.

Operating System: Windows 10, MacOSX 10.13 and higher, ChromeOS

Browser: Google Chrome (minimum version 79)


Internet Speed: 1.5Mbps download, 750 Kbps upload

## Honorlock Support Options

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Email: [support@honorlock.com](mailto:support@honorlock.com) (<mailto:support@honorlock.com>)


Live Chat: <https://honorlock.com/support/> (<https://honorlock.com/support/>)

For further information, FAQs, and technical support, please visit [Honorlock](http://Honorlock.com/students)  (<http://Honorlock.com/students>)

## ZOOM

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Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants.

You can find resources and help using Zoom at the [University of Florida's Zoom](https://ufl.zoom.us/)  (<https://ufl.zoom.us/>) website.





# COURSE POLICIES

Requirements for make-up exams, assignments, and other work in this course are consistent with university policies that can be found on [UF's Attendance Policies](http://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/)  (<http://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>) website.

As this is an online class, you are responsible for observing all posted due dates and are encouraged to be self-directed and take responsibility for your learning.

## DRESS CODE

Whether in-person or online, you should always dress appropriately for the occasion. As it applies to this course, it is expected that you will be properly dress as if you were attending classes in on campus in a classroom - usually casual dress attire unless informed otherwise. This also applies during virtual meetings (such as on Zoom, Skype, or Teams).

Improper or revealing attire will result in disciplinary action, including course grade penalties. Repeated or multiple violations of any nature is subject to dismissal from the course and assigning a final grade of zero for the course.



## GRADING POLICY

### COURSE GRADING POLICY

The list below shows the categories of grade items and their assigned points which make up your final grade in the course:

#### Grading Point Values

Grade Item (Qty)	Assignment Points Each
Assignments (10)	100
Quizzes (14)	50
Discussions (12)	20

Grade Item (Qty)	Assignment Points Each
Project (5)	100
Exams (4)	200

## GRADING SCALE

The following grading scheme will be used in this class:

Grading Scale	
Letter Grade	Grade % Range
A	100 to 94.00%
A-	< 94.00% to 90.00%
B+	< 90.00% to 87.00%
B	< 87.00% to 84.00%
B-	< 84.00% to 80.00%
C+	< 80.00% to 77.00%
C	< 77.00% to 74.00%
C-	< 74.00% to 70.00%
D+	< 70.00% to 67.00%
D	< 67.00% to 64.00%
D-	< 64.00% to 61.00%
E	< 61.00% to 0.00%

Grades will be calculated based on the total possible points of all grade items combined. For additional information regarding grades and grading policies set by the University of Florida, refer to the Undergraduate Catalog under the section for Academic Regulations.

See the [current UF grading policies](https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx) (<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>) for more information.

## Grading Scale

### ▸ Grading Errors

Grading errors must be brought to the attention of the teaching team (instructor and teaching assistant(s)) within ten business days of the grade item being posted on Canvas. It is quick and easy to submit a regrading request. All you need to do is to submit a request via email to your teaching team specifying which grade item needs attention and a brief justification for grading review. All requests to have grading reviews will open the entire assignment for a full review. Any other grading errors shall be corrected which may increase or decrease the final assignment grade. After ten business days, the opportunity for grade corrections is forfeited and the assigned grade will remain permanent. Therefore, please do not wait until the end of the semester to request a regrading request as such requests will be denied.

### ▸ Late Work

All submissions must be submitted on time according to the Canvas system clock in Eastern Time (consistent with UF main campus). Any submission after the posted deadline is considered late. Late work is not accepted after the posted deadline has passed. However, in the event an assignment deadline has passed and students are unable to submit their work, the grade item drop policy still applies! The grade item drop policy is explained in the following section. Submitting work early is highly encouraged! Students are responsible for any technical difficulties or technological issues preventing successful on-time submission of classwork (including scheduled Canvas system maintenance). Be sure to submit assignments before the deadline. Contact information for the E-Learning Technical Support is provided under the Campus Resources section. If you are experiencing technical difficulties, you are expected to refer to the Gator Help Desk immediately in order to receive a timestamped email with your support ticket.

### ▸ Grade Item Drops


Special, unpreventable, or extenuating circumstances understandably arise over the course of the semester. **Students are permitted to drop, for any reason, one grade item from the assignment, quiz, discussion, and exam grade categories for a total of 4 items dropped.** For example, if there are 11 assignments, then only the 10 highest graded items will apply to

the final grade and the lowest assignment grade will be omitted. All items in the project category are required and no drops are provided.

The following are some examples of allowable use scenarios for grade item drops: bereavement, travel, technical difficulties, late submissions, medical emergencies, family emergencies, sickness, unpaid utilities, roommate issues, internet outages, broken computers.

Students do not need to inform the teaching team in order to exercise this option. In order to take advantage of grade item drops, students simply do not submit the grade item of their choice. Once the submission window has closed, the student will receive zero points for the grade item which will later be left out of the final course grade calculation. Final grades will be calculated once at the conclusion of the semester.


## ▸ Extra Credit

Extra credit may be awarded to students at the instructor's discretion. Any opportunities for extra course credit is optional and does not negatively impact the grade of any student. The student is allowed to waive the opportunity to complete any extra credit assignment, if they choose to do so, without any penalty. Assignments may extend beyond the scope of this course and rely on the student's own information gathering (such as outside research or searching for information using an internet search engine) in order to complete assignments. Extra credit assignments may require a specified level of class participation in order to be awarded. Late submission of any extra credit course activity will not be accepted and no deadline extensions will be given, unless otherwise noted in course announcement. No extra credit bonus points will be awarded after the last day of classes (class end dates are [set by the UF Registrar](#)  (<https://catalog.ufl.edu/UGRD/dates-deadlines/>) and occurs immediately before reading days and final exams week). Extra credit will not be factored into any grade calculations during the course until the conclusion of the semester. Bug Bounty: Any individual student can earn 1/2 point for being the first to document and submit a typo or error on any Canvas course page by providing (by no later than last day of classes): (1) a screenshot with the typo or error highlighted, (2) a link to the Canvas page, and (3) a proposed correction to clarify the typo or error found. Bug Bounty related extra credit is awarded up to a maximum of 50 points (not to exceed maximum points possible) and is a component of the assignments grade category. Submissions should be sent via email to the teaching assistant with the instructor in the CC line.




## UF POLICIES

### ACADEMIC POLICIES

Academic policies for this course are consistent with university policies. See <https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/>. Students with disabilities requesting accommodations should first register with the [Disability Resource Center](https://disability.ufl.edu/)  (<https://disability.ufl.edu/>) (352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.


## UNIVERSITY POLICY ON ACADEMIC CONDUCT

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UF students are bound by The Honor Pledge, which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Honor Code." On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The [Student Honor Code and Student Conduct Code](https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/)  (<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

## PLAGIARISM

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The [Student Honor Code and Student Conduct Code](https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/)  (<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>) states that:

"A Student must not represent as the Student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

- Stealing, misquoting, insufficiently paraphrasing, or patch-writing.
- Self-plagiarism, which is the reuse of the Student's own submitted work, or the simultaneous submission of the Student's own work, without the full and clear acknowledgment and permission of the Faculty to whom it is submitted.
- Submitting materials from any source without proper attribution.
- Submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the Student did not author."



# NETIQUETTE AND COMMUNICATION COURTESY

It is important to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and your instructors. These guidelines for online behavior and interaction are known as netiquette.

Security

General Guidelines

Email

Discussion Boards

Zoom

Remember that your password is the only thing protecting you from pranks or more serious harm.

- Don't share your password with anyone.
- Change your password if you think someone else might know it.
- Always log out when you are finished using the system.

When communicating online:

- Treat the instructor with respect, even via email or in any other online communication.
- Always use your professors' proper title: Dr. or Prof., or if you are unsure use Mr. or Ms.
- Unless specifically invited, don't refer to a professor by their first name.
- Use clear and concise language.
- Remember that all college-level communication should have correct spelling and grammar.
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you."
- Use standard fonts such as Times New Roman and use a size 12 or 14 point font.
- Avoid using the caps lock feature AS IT CAN BE INTERPRETED AS YELLING.
- Limit and possibly avoid the use of emoticons like :) .
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or be construed as being offensive.
- Be careful with personal information (both yours and others).
- Do not send confidential information via email.

When you send an email to your instructor, teaching assistant, or classmates:

- Use a descriptive subject line.
- Be brief.
- Avoid attachments unless you are sure your recipients can open them.
- Avoid HTML in favor of plain text.
- Sign your message with your name and return email address.
- Think before you send the email to more than one person. Does everyone really need to see your message?
- Be sure you REALLY want everyone to receive your response when you click, "Reply All."
- Be sure that the message author intended for the information to be passed along before you click the "Forward" button.

When posting on the discussion board in your online class:

- Check to see if anyone already asked your question and received a reply before posting to the discussion board.
- Remember your manners and say please and thank you when asking something of your classmates or instructor.
- Be open-minded.
- If you ask a question and many people respond, summarize all posts for the benefit of the class.
- When posting:
  - Make posts that are on-topic and within the scope of the course material.
  - Be sure to read all messages in a thread before replying.
  - Be as brief as possible while still making a thorough comment.
  - Don't repeat someone else's post without adding something of your own to it.
  - Take your posts seriously. Review and edit your posts before sending.
  - Avoid short, generic replies such as, "I agree." You should include why you agree or add to the previous point.
  - If you refer to something that was said in an earlier post, quote a few key lines so readers do not have to go back and figure out which post you are referring to.
  - Always give proper credit when referencing or quoting another source.
  - If you reply to a classmate's question make sure your answer is correct, don't guess.
  - Always be respectful of others' opinions even when they differ from your own.
  - When you disagree with someone, you should express your differing opinion in a respectful, non-critical way.
  - Do not make personal or insulting remarks.
  - Do not write anything sarcastic or angry, it always backfires.
  - Do not type in ALL CAPS, if you do IT WILL LOOK LIKE YOU ARE YELLING.

When attending a Zoom class or meeting:

- Do not share your Zoom classroom link or password with others.
- Even though you may be alone at home, your professor and classmates can see you! While attending class in your pajamas is tempting, remember that wearing clothing is not optional. Dress appropriately.
- Your professor and classmates can also see what is behind you, so be aware of your surroundings.
- Make sure the background is not distracting or something you would not want your classmates to see.
  - When in doubt use a virtual background. If you choose to use one, you should test the background out first to make sure your device can support it.
  - Your background can express your personality, but be sure to avoid using backgrounds that may contain offensive images and language.
- Mute is your friend, especially when you are in a location that can be noisy. Don't leave your microphone open if you don't have to.
- If you want to speak, you can raise your hand (click the "raise hand" button at the center bottom of your screen) and wait to be called upon.



## GETTING HELP

### TECHNICAL DIFFICULTIES

For help with technical issues or difficulties with Canvas, please contact the UF Computing Help Desk at:

- <http://helpdesk.ufl.edu> ➔ [\\_.\(http://helpdesk.ufl.edu\)](http://helpdesk.ufl.edu)
- 352-392-HELP (4357)
- Walk-in: HUB 132






Any requests for make-ups (assignments, exams, etc.) due to technical issues should be accompanied by the ticket number received from the UF Computing Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You

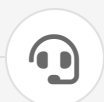


should email your instructor within 24 hours of the technical difficulty if you wish to request a make-up.





## HEALTH AND WELLNESS

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- **U Matter, We Care:** If you or someone you know is in distress, please email [umatter@ufl.edu](mailto:umatter@ufl.edu), call 352-392-1575, or visit [U Matter We Care](http://umatter.ufl.edu/)  (<http://umatter.ufl.edu/>) to refer or report a concern, and a team member will reach out to the student in distress.
- **Counseling and Wellness Center:** Visit the [UF Counseling & Wellness Center](http://counseling.ufl.edu/)  (<http://counseling.ufl.edu/>) website or call 352-392-1575 for information on crisis services and non-crisis services.
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [UF Student Health Care Center](http://shcc.ufl.edu/)  (<http://shcc.ufl.edu/>) website.
- **University Police Department:** Visit the [UF Police Department](http://police.ufl.edu/)  (<http://police.ufl.edu/>) website or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111, or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Shands Emergency Room/Trauma Center](http://ufhealth.org/emergency-room-trauma-center)  (<http://ufhealth.org/emergency-room-trauma-center>) website.







## ACADEMIC AND STUDENT SUPPORT

- **Career Connections Center:** For career assistance and counseling services, visit the [UF Career Connections Center](http://career.ufl.edu/)  (<http://career.ufl.edu/>) website or call 352-392-1601.
- **Library Support:** For various ways to receive assistance concerning using the libraries or finding resources, visit the [UF George A. Smathers Libraries Ask-A-Librarian](https://uflib.ufl.edu/find/ask/)  (<https://uflib.ufl.edu/find/ask/>) website.
- **Teaching Center:** For general study skills and tutoring, visit the [UF Teaching Center](http://teachingcenter.ufl.edu/)  (<http://teachingcenter.ufl.edu/>) website or call 352-392-2010.
- **Writing Studio:** For help with brainstorming, formatting, and writing papers, visit the [University Writing Program Writing Studio](http://writing.ufl.edu/writing-studio/)  (<http://writing.ufl.edu/writing-studio/>) website or call 352-846-1138.



## COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available on the GatorEvals [Providing Constructive Feedback](https://gatorevals.aa.ufl.edu/students/)  [\(https://gatorevals.aa.ufl.edu/students/\)](https://gatorevals.aa.ufl.edu/students/) FAQ page. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via the [GatorEvals](https://ufl.bluera.com/ufl/)  [\(https://ufl.bluera.com/ufl/\)](https://ufl.bluera.com/ufl/) website. Summaries of course evaluation results are available to students at the [GatorEvals Public Results](https://gatorevals.aa.ufl.edu/public-results/)  [\(https://gatorevals.aa.ufl.edu/public-results/\)](https://gatorevals.aa.ufl.edu/public-results/) page. More information about UF's course evaluation system can be found at the [GatorEvals Faculty Evaluations](https://gatorevals.aa.ufl.edu/)  [\(https://gatorevals.aa.ufl.edu/\)](https://gatorevals.aa.ufl.edu/) website.



## TIPS FOR SUCCESS

Taking a course online can be a lot of fun! Here are some tips that will help you get the most of this course while taking full advantage of the online format:

- Schedule "class times" for yourself. It is important to do the coursework on time each week. You will receive a reduction in points for work that is turned in late!
- Read ALL of the material contained on this site. There is a lot of helpful information that can save you time and help you meet the objectives of the course.
- Print out the Course Summary located in the Course Syllabus and check things off as you go.
- Take full advantage of the online discussion boards. Ask for help or clarification of the material if you need it.
- Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date.
- Do your work well before the due dates. Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you'll need time to troubleshoot the problem.
- To be extra safe, back up your work to an external hard drive, thumb drive, or through a cloud service.



## HONORLOCK ONLINE PROCTORING

In order to maintain a high standard of academic integrity and assure that the value of your University of Florida degree is not compromised, course exams will be proctored. Some students will take their exams online and will be proctored by Honorlock. You will take your exam electronically using the course website. You **do not** need to register for your exam. However, you will need to have installed and enabled the Google Chrome Honorlock extension prior to taking your exams. You will need a webcam, speakers, microphone, laptop or desktop computer, and a reliable internet connection to take your exams. Wireless internet is not recommended. You may also need a mirror or other reflective surface. Google Chrome is the only supported browser for taking exams in Canvas.

### BEFORE YOUR EXAM

Prior to each exam and in the same environment you plan to take the exam, review the [Honorlock Guidelines \(https://static.honorlock.com/assets/2017/students/HonorlockGuidelines.pdf\)](https://static.honorlock.com/assets/2017/students/HonorlockGuidelines.pdf) (PDF), and go to [Honorlock Support \(https://honorlock.com/support/\)](https://honorlock.com/support/) to run a system check. This process takes just a few minutes and is completely free. If your course offers an Honorlock Practice Quiz, it is strongly recommended that you take it to practice using Honorlock before your exams.

**Important:** If you are unable to take an exam because of a technical glitch on your end, that is your responsibility. However, if you do experience technical difficulties during the exam, Honorlock's support menu will be visible on-screen for you to contact a support agent.

### GETTING HELP

Honorlock offers 24/7/365 technical support to assist students before, during, and after exams. If you experience any trouble with Honorlock, begin a live chat on the [Honorlock Support \(https://honorlock.com/support/\)](https://honorlock.com/support/) page, call 844-243-2500, or email [Support@Honorlock.com \(mailto:Support@Honorlock.com\)](mailto:Support@Honorlock.com).



# PRIVACY AND ACCESSIBILITY POLICIES

For information about the privacy policies of the tools used in this course, see the links below:

- Adobe
  - [Adobe Privacy Policy](https://www.adobe.com/privacy/policy.html)
  - [Adobe Accessibility](https://www.adobe.com/accessibility.html)
- Articulate
  - [Articulate Privacy Policy](https://articulate.com/privacy)
  - [Articulate Accessibility](https://articulate.com/support/article/Articulate-360-FAQs-Accessibility)
- Honorlock
  - [Honorlock Privacy Policy](https://honorlock.com/student-privacy-statement/)
  - [Honorlock Accessibility](https://honorlock.com/accessibility-statement/)
- Instructure (Canvas)
  - [Instructure Privacy Policy](https://www.instructure.com/policies/privacy)
  - [Instructure Accessibility](https://www.instructure.com/canvas/accessibility)
- Microsoft
  - [Microsoft Privacy Policy](https://privacy.microsoft.com/en-us/privacystatement)
  - [Microsoft Accessibility](https://www.microsoft.com/en-us/accessibility/office?activetab=pivot_1%3aprimar2)
- Perusall
  - [Perusall Privacy Policy](https://app.perusall.com/legal/privacy)
  - [Perusall Accessibility](https://support.perusall.com/hc/en-us/articles/360033993894)
- PlayPosit
  - [PlayPosit Privacy Policy](https://api.playposit.com/privacy/)
  - [PlayPosit Accessibility](https://go.playposit.com/accessibility)
- ProctorU
  - [ProctorU Privacy Policy](https://www.proctoru.com/privacy-policy)
  - [ProctorU Accessibility](https://www.proctoru.com/accessibility-statement)
- Sonic Foundry (Mediasite Streaming Video Player)
  - [Sonic Foundry Privacy Policy](https://sonicfoundry.com/privacy-policy/)
  - [Sonic Foundry Accessibility](https://mediasite.com/wp-content/uploads/Mediasite-7-Content-Accessibility.pdf) (PDF)
- Vimeo
  - [Vimeo Privacy Policy](https://vimeo.com/privacy)
  - [Vimeo Accessibility](https://vimeo.com/blog/post/accessibility-updates-to-the-vimeo-player/)

- VoiceThread
  - [VoiceThread Privacy Policy](https://voicethread.com/privacy/) ↗
  - [VoiceThread Accessibility](https://voicethread.com/about/features/accessibility) ↗
- YouTube (Google)
  - [YouTube \(Google\) Privacy Policy](https://policies.google.com/privacy) ↗
  - [YouTube \(Google\) Accessibility](https://support.google.com/youtube/answer/189278?hl=en) ↗
- Zoom
  - [Zoom Privacy Policy](https://zoom.us/privacy) ↗
  - [Zoom Accessibility](https://zoom.us/accessibility) ↗