

MKT 6374 eCommerce Strategy, Marketing & Ops.

Professors	Alexander Edsel
Term	Fall 2022 (Aug 22-December 5)
Course Section	MKT 6374 eCommerce Strategy, Marketing, and Operations
Class Hours	Monday 7:00 pm-8:15 pm in person. Then there will be pre-recorded weekly lectures of approx. 60 minutes in duration
Class Location	

Contact Information

Office	JSOM new building 3 rd floor office Office 13.316
Phone	972-883-4421
Email	use elearning email <u>ONLY</u>
Office Hours	Monday 6-7 pm or by appointment
Course Website	http://webct6.utdallas.edu

Required

- Ecommerce Evolved-Essential Playbook- ebook \$9.99 Paperback \$18.95
- Shopify is available for 15-day free trial, enough to complete the assignment but if not you may have to pay for one month of Shopify which costs approx. \$29/month
- Some Lectures will be provided but mostly access to manuals and exercises
- You must download Google Chrome browser

Course Prerequisites: None. No programming knowledge is needed however you must be very comfortable with computers and be able to troubleshoot issues following manuals and the use of support forums

Background and Objectives:

The course assumes that students are “computer savvy”—know how to use a Knowledge Base and FAQ, support videos, can follow an online wizard, upload documents, files. All sessions will consist of approximately 50% hand-on exercises, drills, and with the remainder being pre-recorded lectures.

One overarching objective of this course is to supplement the lack of digital hands-on work experience and help students build a Digital Portfolio for the purpose of getting digital internships and jobs. Digital recruiters and companies have told us that because of the lack of qualified candidates they often regard “self-work” such as a quality website, mobile, or ecommerce platforms as a useful replacement when that experience is lacking-both are better.

Course Objectives:

By the end of this course, students will have had the opportunity to:

1. Learn best practices of ecommerce strategy and tactics
2. Through hands-on work, each team will learn how to purchase and apply a domain name, set up a website with a webhost, understand the basic functionality and features in WordPress (plugins, themes) and design a website using best design practices and navigation. How to include social media, web analytics, and eCommerce functionality. The class will also learn how to create an online store using Shopify.

3. Students will learn through hands-on work and lectures the best practices when managing an online store: setting up product categories and subcategories, pricing, product descriptions, and images—as well as how to update product descriptions and pricing. How to integrate the site with payment platforms such as PayPal, Amazon Pay, etc.
4. Students will also learn about marketing automation and obtain two of the highly sought after HubSpot Marketing certification which unlike many of the other Hubspot certifications, cannot be obtained without access to HubSpot software

Course Access and Navigation

This course was developed to heavily use a web course tool called eLearning. Students will use their UTD NetID account to login directly at <http://elearning.utdallas.edu>. Please see more details on course access and navigation information.

To get started with an eLearning course, please see the Getting Started: Student eLearning Orientation. UTD provides eLearning technical support 24 hours a day/7 days a week. The services include a toll free telephone number for immediate assistance (1-866-588-3192), email request service, and online chat service. The UTD user community can also access the support resources such as self-help resources and a Knowledge Base. Please use this link to access the UTD eLearning Support Center: <http://www.utdallas.edu/elearninghelp>.

Class Format:

Class sessions will consist of a combination of online pre-recorded lectures and hands-on exercises. Bringing your laptop to class is mandatory for each session. This is a highly **interactive course** in which involvement and participation are required and valued. A large percentage of your learning will come from hands-on practice during and after class and learning how to successfully manage a project. Most of the assignments are structured so that a large part of the work can be completed during the lab in-class time. The schedule of activities subject to change. Because we mostly rely on access to free or no charge academic licensed software, if one of these tools becomes unavailable, the course will be adjusted accordingly.

	Deliverable	Due date
1	Sign up into Groups	8/22 Monday by midnight
2	WordPress Website Assignment	09/26 Monday by midnight
3	Online Exam 1	10/03 Monday from 7:00-8:45 pm
4	Shopify Assignment	10/24 Monday by midnight
5	Online Exam 2	11/07 Monday from 7:00 -8:45 pm
6	Hubspot Marketing Software Certification	11/14 Monday by midnight
7	Hubspot Group Project	12/05 Monday by midnight
8	Hubspot CMS	12/12 Monday Hubspot CMS certification is due

Module or Session	Date	Topic	Assignments/key deliverables
1	8/22	<p>In-person– Syllabi review and team formation. A detailed overview of projects –create and finalize teams by the end of class at 8:15 pm. Must create and provide me with your members and newly created group email and password you will use for email and for WordPress website we will create for the teams by next class</p> <p>Deliverable one: handout provided that details what components need to be present in the WordPress website</p> <p>Pre-recorded online lectures Module 1 Part A, B & Con eCommerce digital strategy/tactics basics</p>	<p>Form into groups by the end of class-create group email, provide me with the password via Qualtrics url provided</p> <p>Read from ebook “The 12 Core Principles of ecommerce” and Chapter 1</p>
2	8/29	<p>In-person: In-class logins by group to Overview of WordPress site; overview of main features, themes, plugins, how to pick them-issues to be aware of such as security, layout, page load issues, incompatibility, and future updates WordPress continued</p> <p>Uploading content, prices</p> <p>Online lecture Module 2 Part A & B on eCommerce Best Practices and Usability</p>	Read ebook Chapters 2-3
	9/5	Labor day	
3	9/12	<p>In-person: How to create a website that has a blog, video, woocommerce transactional capabilities, plugins for social media-design elements and responsive design, changing templates, layers, creating forms</p> <p>Page builders- free examples Elementor, Beaver Builder, Divi, Visual composer, Thrive</p> <p>Online Lecture: Module 3 Parts A & B Usability & Website Structure</p>	Read ebook Chapters 4-5
4	9/19	<p>In-person: Forms, Content management-reviewing sample database provided, images. Image basics such as resizing, cropping, and new formats</p> <p>Wrap up Wordpress email, SEO, and Google Analytics integration</p> <p>Online Lecture: Module 4 Parts A & B Funnels & Landing Pages</p>	Read ebook Chapters 6-7

5	9/26	<p>In-person: Intro to Shopify-setup, general setting payment, and checkout settings</p> <p>Online Lecture: Module 5 Parts A & B Forms & email</p>	<p>Read ebook Chapters 8-9</p> <p>WordPress website assignment due-you must complete all the deliverables in the assignment sheet that was handed out. Provide instructor with login/password</p>
6	10/03	<p>Online only this week- Module 6 Parts A & B SMS/Push Continue working on WP deliverable</p>	<p>Online Exam 1 covers online lectures 1-5 and ebook 12 core principles and chapters 1-9 open book but timed. NOT a group activity. 10/03 from 7:00-8:45 pm</p>
7	10/10	<p>7-9:00 pm</p> <p>In-person: Continue Shopify overview-features-navigation, store design Start Shopify cart</p> <p>Online Module 7A & B Lecture Personas , B2B</p>	<p>Read ebook chapters 10-11</p>
8	10/17	<p>In-person: Shopify continued-apps</p> <p>Online Lectures</p> <p>Module 8 Parts A & B B2B and prospecting eCommerce sites, Testing</p> <p>Hubspot Marketing certification: Total Lessons: 14 Total: 6 hours Quizzes: 10 Practical exercises: 11</p> <p>1. Understanding the Marketing Hub-4 videos (17 minutes) 2. Using Buyer Personas in HubSpot-3 videos (9 minutes). For the “Create a Buyer persona” exercise use a made-up persona, can be yourself as you pursue a master’s degree. It takes Hubspot-not myself-7 days to grade.</p>	
9	10/24	<p>In person: Start work on Hubspot group project-database</p> <p>Online lecture: Module 9 Part A &B: Fulfillment, and flowcharting</p> <p>Online-Hubspot Videos</p>	

		<p>3. Exploring the Contacts Database in HubSpot-7 videos (18 minutes)</p> <p>4. Understanding Segmentation in HubSpot-5 videos (12 minutes)</p> <p>5.- Creating a Campaign in HubSpot 3 videos (13 minutes)</p> <p>6.- Understanding Blogging in HubSpot 4 videos (10 minutes)</p>	
10	10/31	<p>In-person: Continue work on Hubspot group project-landing pages</p> <p>Online Module 10 Part A & B -Data Issues & Hygiene</p> <p>Online Lecture –</p> <p>7.- Creating Landing Pages in HubSpot-4 videos (21 minutes)</p> <p>8.- Creating Calls-to-Action in HubSpot-3 videos (19 minutes)</p>	<p>Shopify assignment due- you must complete all the deliverables in the assignment sheet that was handed out. Provide instructor with login/password</p>
11	11/07	<p>In-person only: Continue work on Hubspot group project-forms</p> <p>Online Lecture –</p> <p>9.- Creating Forms in HubSpot-3 videos (24 minutes)</p> <p>10.- Understanding Workflows in HubSpot-7 videos (11 minutes)</p> <p>11.- Understanding Reporting in Marketing Hub-5 videos (23 minutes)</p>	
12	11/14	<p>Online only</p> <p>Online Lecture - Continue work on Hubspot group project-forms</p> <p>12.- Understanding Email in HubSpot-6 videos (10 minutes)</p> <p>13.- Understanding Social Media in HubSpot-5 videos (17 minutes)</p>	<p>Online exam 2 covering lectures 6-10 from 7:00 to 8:45 pm</p>
11/21 to 11/25 Fall-Thanksgiving Break			
13	11/28	<p>In-person- Hubspot project work continued</p> <p>Online Lecture HubSpot CMS Hub Certification continued</p>	
14	12/05	<p>Hubspot Group presentations and top WP and Shopify site overview</p>	<p>Hubspot Group project due</p>
	12/12	<p>No class- HubSpot CMS Hub Certification before your HubSpot license expires 12/12</p> <p>Online Lecture –</p> <p>HubSpot CMS Hub Certification</p> <p>7 lessons, 32 videos, 8 quizzes</p> <p>Total video time--1:42 hours</p> <p>1.- Fundamentals of the HubSpot CMS-4 videos (15 minutes)</p> <p>2.- Fundamentals of a Great Website User Experience-3 videos (13 minutes)</p>	<p>Upload Hubspot CMS Certification</p>

	3.- Creating Pages in the HubSpot CMS-5 videos (10 minutes) 4.- Understanding Blogging in HubSpot-4 videos (10 minutes) 5.- Optimizing Your Website For Search Engines in HubSpot-5 videos (20 minutes) 6.- Organizing and Managing Assets in the HubSpot CMS-4 videos (13 minutes) 7.- Using the HubSpot CRM with the CMS	
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Course Requirements & Grades:

Overall course grade will be determined by the following

	Activity	Weight
1	Attendance & group project participation	Mandatory and point deductions if poor peer evaluation or more than 2 absences
2	WordPress website creation assignment*	25%
3	Two (2) online open book exams on ebook and lectures	20% (10% each)
4	Shopify site*	15%
5	Hubspot Marketing Software Certification	15%
6	Hubspot Group Project	20%
7	Hubspot CMS Certification	5%
	Total	100%

* Peer evaluation: see peer evaluation section

Overall Course Total	Letter Grade
92-100	A
90-91	A-
87-89	B+
81-86	B
79-80	B-
76-78	C+
70-75	C
Less than 70	F

Attendance and participation are critical, these CANNOT be made up. You should complete the tasks during the in-class lab so you can have your questions answered and complete and turn them in by the due date. If you do not attend the labs you must use the knowledge base and video tutorials available for many of the online tools such as WordPress and Hubspot

Confidential peer evaluation: Complete online via the survey link provided in eLearning

The purpose of this evaluation is to measure the contribution of each member to the group effort. Each member will rate the relative contribution of all members in the group. You should be honest and impartial in your evaluations. The instructor reserves the right to adjust and/or discard evaluations and deductions that are extreme, questionable, or based on personality conflicts. If at least 50% of the group agrees to a point deduction for a specific student, that student will be given a chance to respond to the instructor-the best defense is to show quality work submitted to the team and having attended all meetings and requests.

Each student should on their own decide how many points should be deducted from the project grade that the rest of the team will receive(since often you do not know the final grade so make an assumption; this deduction can be anywhere from 10 up to 100 points). The minimum point deduction is 10, there is no point in going through this process for a 5-point deduction. If at least 60% of the team states that the team member contributed nothing and I verify this, that student will get an F on the project. Usually, for poor quality or late work 15-30 point deductions are the norm.

The penalty will be the average decided by the group, if for example, if one team member says student X deserves a 10-point deduction, another says student X deserves a 20 and the 3rd team member says student X deserves a 30-point deduction, then the deduction will be 20 points from the group grade.

An additional penalty will be that if by unanimous vote the rest of the team does not want to continue the next group project with this student, the student will have to complete the group project individually.

Group assignment submission instructions: Groups will submit their group presentation, thru the dropbox assignment link (in the required file format with a simple file name and a file extension) by using the Assignment Dropbox tool on the course site. One group member will submit the assignment for the group and all group members will be able to view the results and feedback once it has been graded. Please see the Assignments link on the course menu or see the icon on the designated page. You can click each assignment name link and follow the on-screen instructions to upload and submit your file(s). For additional information on how to submit assignments, view the [Submitting an Assignment video tutorial](#). **Please note:** each assignment link will be deactivated after the assignment due time. After your submission is graded, you may go to My Grades on the course menu and click the score link to check the results and feedback.

You will also be provided on the project due date with a confidential survey link where you will rate the performance of your fellow team members

Assignment submission instructions

Locate the assignment in your eLearning course. You will submit your assignments in the required file format with a simple file name and a file extension. To submit your assignment, click the assignment name link and follow the on-screen instructions to upload and submit your file(s). For additional information on how to submit assignments, view the [Submitting an Assignment video tutorial](#).

Please Note: Each assignment link will be deactivated after the assignment due time. After your submission is graded, you may go to My Grades on the course menu and click the score link to check the results and feedback. For any group assignments, one group member will submit the assignment for the group and all group members will be able to view the results and feedback once it has been graded.

Course Policies

Make-up Exam or quizzes

There are NO make-up exams allowed unless you have a dire and serious emergency and in those cases most present documented proof such as a physician's note. It is at the sole discretion of the instructor to determine if the emergency warrants an extension and makeup exam.

Extra Credit

There is no extra credit in this course

Late Work

Please ensure all assignment submissions are made on time. In fairness to the other students, late submissions will be penalized 10 points per day (exceptions will be noted next to respective assignment if applicable). ***Make-up exams*** **You are required to take each exam.** A make-up exam is only permitted with a written doctor's excuse or under a documented extreme personal situation. **If you have a legitimate or extraordinary scheduling conflict and must miss an exam, please contact me IMMEDIATELY upon knowing the conflict. Documentation is required in all instances; faculty is allowed to make only individual exceptions based on documented medical or extreme circumstances. I will make every effort to schedule a make-up exam.**

Class Participation

Students are required to attend regularly. Class participation is important and will certainly be taken into account in the case of students on the borderline between two grades. Group project work is where a lot of that participation will take place Synergy in team dynamics & equitable contribution by members are integral to all successful group projects in business as well as in academics. A peer evaluation by group members will therefore be used.

Policy on Server Unavailability or Other Technical Difficulties

The university is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty, which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the UTD eLearning Help Desk: <https://ets.utdallas.edu/elearning/helpdesk>, 1-866-588-3192. The instructor and the UTD eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

Sharing Confidential Information

Students considering sharing personal information in email, in person, or within assignments or exams should be aware that faculty members and teaching/research assistants are required by UT Dallas policy to report information about sexual misconduct to the UT Dallas Title IX Coordinator. Per university policy, faculty have been informed that they must identify the student to the UT Dallas Title IX Coordinator. Students who wish to have confidential discussions of incidents related to sexual harassment or sexual misconduct should contact the Student Counseling Center (972-883-2527 or after hours 972-UTD-TALK or 972-883-8255), the Women's Center (972-883-8255), a health care provider in the Student Health Center (972-883-2747), the clergy person (or other legally recognized religious advisor) of their choice, or an off-campus resource (i.e., rape crisis center, doctor, psychologist). Students who are sexually assaulted, harassed, or victims of sexual misconduct, domestic violence, or stalking, are encouraged to directly report these incidents to the UT Dallas Police Department at 972-883-2222 or to the Title IX Coordinator at 972-883-2218. Additional information and resources may be found at <https://www.utdallas.edu/oiec/title-ix/resources/>.

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

“As a Comet, I pledge honesty, integrity, and service in all that I do.”

Academic Support Resources

The information contained in the following link lists the University's academic support resources for all students.

Please go to [Academic Support Resources](#) webpage for these policies.

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.

Please go to <https://go.utdallas.edu/syllabus-policies> for these policies.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.

Course & Instructor Policies

All deadlines are to be strictly followed throughout the semester. I will **not** accept any submissions after the assigned due time. A **hard** copy of all submissions should be turned in at the beginning of the class on the due day. An **electronic** copy, if required, should also be submitted on the same day.

Late Work	Accepted, with a penalty of 5 points per each day of lateness.
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Re-grading	Should you think that something is graded incorrectly and would like to have it re-graded, you must submit a written request within 5 working days after receiving the grade. Late submissions will not be accepted. Keep in mind that the <u>entire</u> exam will be re-graded and as a result you're new and final grade for that test could be higher or lower than the original one.
Student Conduct & Discipline	<p>The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, <i>A to Z Guide</i>, which is provided to all registered students each academic year.</p> <p>The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the <i>Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3</i>, and in Title V, Rules on Student Services and Activities of the university's <i>Handbook of Operating Procedures</i>. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).</p> <p>A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.</p>
Academic Integrity	<p>The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.</p> <p>Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.</p> <p>Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.</p>
Email Use	The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.

<p>Withdrawal from Class</p>	<p>The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.</p>
<p>Student Grievance Procedures</p>	<p>Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's <i>Handbook of Operating Procedures</i>.</p> <p>In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.</p> <p>Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.</p>
<p>Incomplete Grades</p>	<p>As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of F.</p>
<p>Disability Services</p>	<p>The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.</p> <p>The contact information for the Office of Disability Services is: The University of Texas at Dallas, SU 22 PO Box 830688 Richardson, Texas 75083-0688 (972) 883-2098 (voice or TTY)</p> <p>Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student</p>

	<p>who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.</p> <p>It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.</p>
<p>Religious Holy Days</p>	<p>The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.</p> <p>The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.</p> <p>If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief</p>
<p>Off-Campus Instruction and Course Activities</p>	<p>Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk related activities. Information regarding these rules and regulations may be found at http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm . Additional information is available from the office of the school dean.</p>

