

# CONSUMER BEHAVIOR

BUSM&L 4201-4419 Syllabus  
Spring 2025

## CLASS INFORMATION

Class Meetings	Tu-Th 12:45 - 2:05 PM	Schoenbaum Hall 215
Professor	Dr. Gizem Ceylan	524 Fisher Hall
Contact Info	<a href="mailto:ceylan.7@osu.edu">ceylan.7@osu.edu</a> (preferred)	352-283-2533 (for emergencies)
Office Hours	Tuesdays: 4-5 PM or Thursday 11-12 PM or by appointment	
Course Webpage	<a href="https://carmen.osu.edu">https://carmen.osu.edu</a>	

## COURSE DESCRIPTION

We are all consumers—we buy laptops, order food, decide whether to rent an Uber or own a car, and recycle clothing on resale platforms. But why do we make these decisions? How do different factors influence our behavior?

In this course, we'll explore the psychological, social, and cultural factors that drive consumer behavior. You will learn to analyze why people buy, use, and dispose of products and how marketers can leverage this understanding to shape strategies that resonate with consumers. From individual motivations to the effects of new technologies, this class bridges theory with real-world marketing practices to help you craft solutions for contemporary challenges

## COURSE OBJECTIVES

By the end of this course, you will:

1. **Explain** key concepts of consumer psychology.
2. **Connect** theories to marketplace problems.
3. **Analyze** real-life marketing activities for effectiveness.
4. **Design** evidence-based marketing strategies.

## COURSE MATERIALS

Type	Details
Textbook	<i>Consumer Behavior, 8th Edition</i> by Hoyer et al. (Free on Carmen)
Assigned Readings	Provided on Carmen (peer-reviewed articles and applied insights)
Optional Reading	List of recommended books (see below)

\*PowerPoint slides from class will be posted to Carmen on the morning of each class.

Below is a list of books that are optional and touch on topics we will cover during the term (you are not required to purchase these, but you may wish to do so for your own, independent reading). These are NOT textbooks but are written for the popular press:

- Belsky, Gary and Thomas Gilovich (2000), *Why Smart People Make Big Money Mistakes and How to Correct Them: Lessons from the New Science of Behavioral Economics*, Simon and Shuster.
- Berger, Jonah (2017), *Invisible Influence: The Hidden Forces that Shape Behavior*, Simon and Shuster.
- Brennen, Bridge (2009), *Why She Buys*, Crown Business.
- Cialdini, Robert (2006), *Influence: The Psychology of Persuasion*, Collins.
- Gladwell, Malcolm (2007), *Blink: The Power of Thinking without Thinking*, Back Bay Books.
- Iyengar, Sheena (2011), *The Art of Choosing*, Twelve.
- Kahneman, Daniel (2011), *Thinking Fast and Slow*, Farrar, Straus and Giroux.
- Sunstein, Cass (2021), *Sludge: What Stops Us from Getting Things Done and What to Do about It*, The MIT Press.
- Thaler, Richard H. and Cass Sunstein (2009), *Nudge: Improving Decisions about Health, Wealth, and Happiness*, Penguin.

- Underhill, Paco (2009), *Why We Buy: The Science of Shopping: Updated and Revised for the Internet, the Global Consumer, and Beyond*, Simon & Schuster.

## COURSE GRADE AND COMPONENTS

ASSIGNMENTS	NAME	POINTS	% GRADES	DEADLINE
<b>EXAMS</b>	Midterm Exam	100	25%	In class on 2/25
	Final Exam	100	25%	6:00 pm on 4/24
<b>GROUP PROJECT</b>	Deliverable 1: Gaining Insights with ChatGPT	10	3%	Before class on 1/21
	Deliverable 2: Brand Associative Network	10	3%	Before class on 2/4
	Deliverable 3: Ad Testing	10	3%	Before class on 2/11
	Deliverable 4: Creating Touchpoints in Consumers' Decision-Making Process	10	3%	11:59pm on 2/27
	Deliverable 5: Progress Presentation (5 minutes)	20	5%	In class on 3/6
	Deliverable 6: Social Media Strategy	10	3%	Before class on 3/20
	Deliverable 7: Final Presentation (10 minutes)	30	8%	In class on 4/17
	Paper (5-7 pages)	60	15%	11:59 pm on 4/23
<b>CLASS CONTRIBUTION</b>	Class attendance and participation	20	5%	Each class is 1pt
	Submit a question for Guest Speaker 1	5	1%	11:59 pm on 1/27
	Submit a question for Guest Speaker 2	5	1%	11:59 pm on 2/12
	Submit a question for Guest Speaker 3	5	1%	11:59 pm on 3/19
	Submit a question for Guest Speaker 4	5	1%	11:59 pm on 4/9
<b>BONUS CREDIT OPPORTUNITY</b>	Newspaper Clipping	20	5%	11:59 pm on 4/23
<b>TOTAL</b>		<b>400</b>	<b>100%</b>	

## EXAMS

There will be two exams during the course:

- Midterm: In class on February 25<sup>th</sup>
- Final: 6:00pm on April 24<sup>th</sup> (Dreese Lab - DL0113)

The exams will include material primarily covered in lectures, but material from the textbook, other assigned readings, in-class exercises, and guest speakers will also be included. The exam will consist of multiple-choice questions.

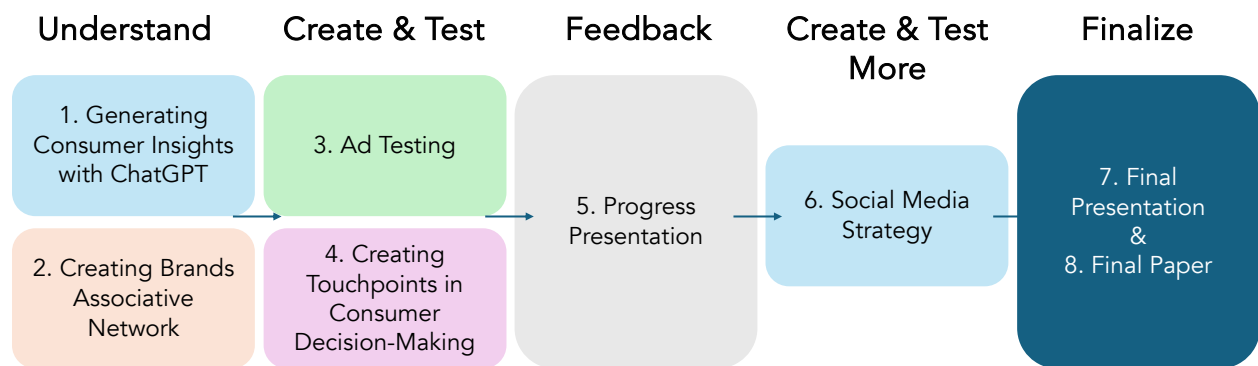
Students are expected to take the exam at the scheduled time. Consistent with University policy, makeup exams will be given only to students who have written proof of illness or other emergencies. If you cannot take the scheduled exam due to an official University activity, it is your responsibility to let me know at least one week prior to the scheduled test and have official documentation. If you fail to attend the exam

without prior notice and without a medical or other emergency excuse, you will receive a grade of zero for the exam.

## GROUP PROJECT

You will select a ~5-person team to work on this assignment. In your teams, you will assume the role of a behavioral insights consulting team that has been hired to improve the marketing performance in a particular company of interest (see the brand challenges on Carmen) using concepts and frameworks from class.

You can see the main building blocks of the group project below. Refer to the detailed assignment on Carmen.



**All written assignments must be typed.** Any assignment that is not typed will receive an automatic point deduction.

**Late assignment:** Any written assignments must be handed in at the *beginning of class on the day they are due*. Any assignment submitted after it is due will receive a maximum of half credit. The only exceptions are for documented emergencies. Assignments will not be accepted for credit more than one week after the initial due date under any circumstances.

## PARTICIPATION AND IN-CLASS COMPONENTS

Your attendance and involvement in the class is essential for learning this material. Class will be a mixture of lecture, discussion, and in-class exercises. It is therefore very important that students take an active role in classroom activities and discussions and come fully prepared. Moreover, given how directly relevant the course content is to

everyone's day-to-day life, it is particularly informative when students share their own experiences and introspections.

It is your responsibility to prepare for class by completing the assigned readings and preparing for discussion questions that are provided to you in advance. Of course, not all of the discussion questions will be directly addressed in class (although many will); regardless, consulting these questions as you read will help you to engage with the content more deeply and arrive to class prepared with valuable insights for discussion.

My goal is for all of us to not only think about what we study and learn in this class during our class sessions but also during the rest of the week. As such, another way to contribute to and engage with the class will be to bring relevant examples of marketing campaigns, articles, or YouTube videos to class. If you want to share something with the class, please shoot me a quick email before class with a link to what you'd like to share (or a brief description if it's not online content). If you have not attended class, you may complete and submit the in-class assignments on your own; however, late submissions (see the course grade components table) will not earn any points.

Every class, you will answer a quiz question, and this will count as attendance. Per Fisher policy, any student who fails to attend without giving prior notification to the instructor will be dis-enrolled after the third instructional day of the term, the first Friday of the term, or the second scheduled class meeting of the course, whichever occurs first.

**To enable better memory formation and engagement during class, I encourage you to print slides before class and take notes on the slides.**

## **GUEST SPEAKERS**

Throughout the semester, four distinguished professionals from diverse industries will share their expertise in consumer behavior and marketing. These carefully selected speakers bring valuable real-world perspectives and insights to complement our course material.

### **Format**

- Guest lectures will be conducted in-person or via Zoom (you will be notified)

- Some sessions may be held jointly with the other course section (refer to course calendar for specific dates and times)

### Student Participation

- Attendance is strongly encouraged for all guest speaker sessions
- Students must submit at least one question for each speaker prior to the lecture day
- Question submissions count toward your class participation grade

The guest speaker series provides a unique opportunity to learn from industry practitioners and engage with current marketing practices and consumer behavior trends.

### GRADING

To prevent grade inflation and in keeping with Fisher College of Business policy, I strive to have the average GPA for the course in the following range:

*UG Non-Core Specialization Required Classes, 2.9 – 3.3.*

As such, grading in this course must be based on relative rather than absolute standards. Scaling is achieved using the average grade across all students, and grades will be set such that this average is at or below a 3.3. No makeup work will be offered.

## OTHER COURSE POLICIES

### COMMUNICATION

The best way to reach me outside class is via email. I access my email many times a day – much more often than I check my phone messages. I will use Carmen's email system to contact you individually or as a group about the class (e.g., changes in the syllabus, assignments, etc.). It is your responsibility to make sure that emails sent via Carmen reach you at an email address you check on a regular basis.

### USE OF AI

Use of artificial intelligence (AI)-powered programs, including but not limited to ChatGPT, are ENCOURAGED for course assignments. However, you have to ensure:

- When AI-powered programs are used by students, the scope of use and content must be specified and referenced by students accordingly.
- Although you can consult AI-powered programs to get inspiration, streamline ideas, test messaging (as part of the assignments), the final product (presentation, paper, etc.) should be your own and you have to know the details of what you submit. Failing to answer any question related to your submission will result in points reduction.
- You are aware of the shortcomings of use of AI-powered programs, including risk of academic misconduct (e.g., plagiarism; etc.).
- No use of such programs during the exam.

## EXAM POLICY

Missed exams can only be made-up in extreme cases (e.g., death of family member, personal hospitalization, etc.) with proper documentation (e.g., a physician's note, ER paperwork, obituary, etc.). Each decision of potentially allowing a make-up exam is made by the instructor on a case-by-case basis.

Additionally, you MUST contact the instructor ([Ceylan.7@osu.edu](mailto:Ceylan.7@osu.edu)) as soon as you know of a potential problem or conflict with an exam date. Alternative methods (e.g., oral exam, essay) of testing may be used for make-up exams. If you are experiencing an extreme situation or emergency, please attempt to notify the instructor ([Ceylan.7@osu.edu](mailto:Ceylan.7@osu.edu)) by email ASAP.

## COURSE-SPECIFIC COPYRIGHT POLICY

Material provided by the instructor may not be re-posted anywhere without the explicit permission of instructors.

## COURSE TECHNOLOGY

For help with your password, university email, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24/7.

- Self-Service and Chat support: <http://ocio.osu.edu/selfservice>
- Phone: 614-688-HELP (4357)

- Email: [8help@osu.edu](mailto:8help@osu.edu)
- TDD: 614-688-8743

### Baseline technical skills

- Basic computer and web-browsing skills
- Navigating Carmen: for questions about specific functionality, see the [Canvas Student Guide](#).

### Required software

- Microsoft 365: All Ohio State students are now eligible for free Microsoft 365 ProPlus through Microsoft's Student Advantage program. Full instructions for downloading and installation can be found at [go.osu.edu/office365help](https://go.osu.edu/office365help).

### Carmen access

You will need to use [BuckeyePass](#) multi-factor authentication to access your courses in Carmen. To ensure that you can connect to Carmen at all times, it is recommended that you take the following steps:

- Register multiple devices in case something happens to your primary device. Visit the [BuckeyePass - Adding a Device](#) help article for step-by-step instructions.
- Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click "Enter a Passcode" and then click the "Text me new codes" button that appears. This will text you ten passcodes good for 365 days that can each be used once.
- Download the [Duo Mobile application](#) to all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service.

If none of these options will meet the needs of your situation, you can contact the IT Service Desk at 614-688-4357 (HELP), and the IT support staff will work out a solution with you.

## ADDITIONAL UNIVERSITY POLICIES AND RESOURCES

### ACADEMIC MISCONDUCT



Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's [Code of Student Conduct](#), and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's Code of Student Conduct and this syllabus may constitute Academic Misconduct.

The Ohio State University's Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: Any activity that tends to compromise the academic integrity of the University or subvert the educational process. Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an excuse for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct.

**If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct.** If COAM determines that you have violated the University's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me. You can also review these resources:

- [Committee on Academic Misconduct](http://go.osu.edu/coam) (go.osu.edu/coam)
- [Ten Suggestions for Preserving Academic Integrity](http://go.osu.edu/ten-suggestions) (go.osu.edu/ten-suggestions)
- [Eight Cardinal Rules of Academic Integrity](http://go.osu.edu/cardinal-rules) (go.osu.edu/cardinal-rules)

## YOUR MENTAL HEALTH

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University's Student Life

Counseling and Consultation Service (CCS) is here to support you. If you find yourself feeling isolated, anxious or overwhelmed, [on-demand mental health resources](https://go.osu.edu/ccsondemand) (go.osu.edu/ccsondemand) are available. You can reach an on-call counselor when CCS is closed at [614- 292-5766](tel:614-292-5766). **24-hour emergency help** is available through the [National Suicide Prevention Lifeline website](https://suicidepreventionlifeline.org) (suicidepreventionlifeline.org) or by calling [1-800-273-8255\(TALK\)](tel:1-800-273-8255). [The Ohio State Wellness app](https://go.osu.edu/wellnessapp) (go.osu.edu/wellnessapp) is also a great resource.

## RELIGIOUS ACCOMMODATIONS

Ohio State has had a longstanding practice of making reasonable academic accommodations for students' religious beliefs and practices in accordance with applicable law. In 2023, Ohio State updated its practice to align with new state legislation. Under this new provision, students must be in early communication with their instructors regarding any known accommodation requests for religious beliefs and practices, providing notice of specific dates for which they request alternative accommodations within 14 days after the first instructional day of the course. Instructors in turn shall not question the sincerity of a student's religious or spiritual belief system in reviewing such requests and shall keep requests for accommodations confidential.

With sufficient notice, instructors will provide students with reasonable alternative accommodations with regard to examinations and other academic requirements with respect to students sincerely held religious beliefs and practices by allowing up to three absences each semester for the student to attend or participate in religious activities. Examples of religious accommodations can include, but are not limited to, rescheduling an exam, altering the time of a student's presentation, allowing make-up assignments to substitute for missed class work, or flexibility in due dates or research responsibilities. If concerns arise about a requested accommodation, instructors are to consult their tenure initiating unit head for assistance.

A student's request for time off shall be provided if the student's sincerely held religious belief or practice severely affects the student's ability to take an exam or meet an academic requirement and the student has notified their instructor, in writing during the first 14 days after the course begins, of the date of each absence. Although students are required to provide notice within the first 14 days after a course begins, instructors are strongly encouraged to work with the student to provide a reasonable accommodation if a request is made outside the notice period. A student may not be penalized for an absence approved under this policy.

If students have questions or disputes related to academic accommodations, they should contact their course instructor, and then their department or college office. For questions or to report discrimination or harassment based on religion, individuals should contact the [Office of Institutional Equity](#).

## **DISABILITY STATEMENT**

The university strives to maintain a healthy and accessible environment to support student learning in and out of the classroom. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. You can connect with them at [slds@osu.edu](mailto:slds@osu.edu); 614-292-3307; or [slds.osu.edu](http://slds.osu.edu). or in person at 98 Baker Hall, 113 W. 12<sup>th</sup> Ave.

## **CREATING AN ENVIRONMENT FREE FROM HARASSMENT, DISCRIMINATION, AND SEXUAL MISCONDUCT**

The Ohio State University is committed to building and maintaining a community to reflect diversity and to improve opportunities for all. All Buckeyes have the right to be free from harassment, discrimination, and sexual misconduct. Ohio State does not discriminate on the basis of age, ancestry, color, disability, ethnicity, gender, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, pregnancy (childbirth, false pregnancy, termination of pregnancy, or recovery therefrom), race, religion, sex, sexual orientation, or protected veteran status, or any other bases under the law, in its activities, academic programs, admission, and employment. Members of the university community also have the right to be free from all forms of sexual misconduct: sexual harassment, sexual assault, relationship violence, stalking, and sexual exploitation.

To report harassment, discrimination, sexual misconduct, or retaliation and/or seek confidential and non-confidential resources and supportive measures, contact the Office of Institutional Equity:

- Online reporting form at [equity.osu.edu](http://equity.osu.edu),

- Call 614-247-5838 or TTY 614-688-8605,
- Or email [equity@osu.edu](mailto:equity@osu.edu)

The university is committed to stopping sexual misconduct, preventing its recurrence, eliminating any hostile environment, and remedying its discriminatory effects. All university employees have reporting responsibilities to the Office of Institutional Equity to ensure the university can take appropriate action:

- All university employees, except those exempted by legal privilege of confidentiality or expressly identified as a confidential reporter, have an obligation to report incidents of sexual assault immediately.
- The following employees have an obligation to report all other forms of sexual misconduct as soon as practicable but at most within five workdays of becoming aware of such information: 1. Any human resource professional (HRP); 2. Anyone who supervises faculty, staff, students, or volunteers; 3. Chair/director; and 4. Faculty member.

## COURSE CALENDAR\*

*\*Calendar is subject to change at the instructor's discretion. All changes will be discussed in advance of the day affected.*

Week	Date	Topic	Required Readings	Assignment Due
1	Jan 7	Introduction to the course	<ul style="list-style-type: none"> <li>Syllabus</li> </ul>	
	Jan 9	Introduction to Consumer Behavior	<ul style="list-style-type: none"> <li>Chapter 1</li> </ul>	Choose your team and the marketing challenge from the list
2	Jan 14	Gaining Consumer Insights	<ul style="list-style-type: none"> <li>Appendix of Chapter 1</li> <li>Arora et al., "AI-Human Hybrids for Marketing Research: Leveraging LLMs as Collaborators", Journal of Marketing, 2024.</li> </ul>	
	Jan 16	Needs & Values	<ul style="list-style-type: none"> <li>Chapter 2</li> <li>Eichinger, Schreier, and Osselaer, "Why We Buy Products Connected to Place, People, and Past", HBR 2024</li> </ul>	
3	Jan 21	Attention & Exposure	<ul style="list-style-type: none"> <li>Chapter 3</li> <li>Wallisch, Mackey, Karlovich, Heeger, "The visible gorilla: Unexpected fast—not physically salient—Objects are noticeable", PNAS 2024</li> </ul>	<b>Deliverable 1: Gaining Insights with ChatGPT</b>

	Jan 23	Learning & Memory	<ul style="list-style-type: none"> <li>Chapter 4</li> <li>Cool People Accidentally Saved America's Feet, Atlantic 2023</li> </ul>	
4	Jan 28	Guest Speaker 1	<b>Robert A. McDonald</b> <i>8<sup>th</sup> US Secretary of Veterans Affairs</i> <i>Ex-Chairman, President, and Chief Executive Officer of The Procter &amp; Gamble Company</i>	Submit Questions for the Guest Speaker
	Jan 30	Attitudes Based on High Effort	<ul style="list-style-type: none"> <li>Chapter 5</li> </ul>	
5	Feb 4	Attitudes Based on Low Effort	<ul style="list-style-type: none"> <li>Chapter 6</li> </ul>	Deliverable 2: Creating the Brand's Associative Network
	Feb 6	Decision Making High Effort	<ul style="list-style-type: none"> <li>Chapter 7 &amp; 8</li> </ul>	
6	Feb 11	Decision Making Low Effort	<ul style="list-style-type: none"> <li>Chapter 9</li> <li>Understanding and Shaping Consumer Behavior in the Next Normal, McKinsey &amp; Company 2020</li> </ul>	
	Feb 13	Guest Speaker 2	<b>Elizabeth Preis</b> <i>Global Chief Marketing Officer Anthropologie Group</i>	Submit Questions for the Guest Speaker

				Deliverable 3: Ad Testing
7	Feb 18	Choice Architecture	<ul style="list-style-type: none"> <li>Thaler, Sunstein, and Balz, "Choice Architecture", Behavioral Foundations of Public Policy 2012</li> </ul>	
	Feb 20	Midterm Review Day / Project Workday		
8	Feb 25	EXAM 1		
	Feb 27		NO CLASS – GROUP PROJECT DAY	Deliverable 4: Creating Touchpoints in Consumers Decision-Making
9	Mar 4	Social Influences & Happiness	<ul style="list-style-type: none"> <li>Chapter 11</li> <li>The business case for happiness, Stanford GSB</li> <li>Can Money Buy Happiness?, <i>Wall Street Journal</i> 2014</li> </ul>	
	Mar 6	Progress Presentation		Deliverable 5: 5-min presentation
	Mar 11	NO CLASS – OSU SPRING BREAK		
	Mar 13			
10	Mar 18	Algorithms and AI	<ul style="list-style-type: none"> <li>A Sports Analogy for Understanding Different Ways to Use AI, <i>Harvard Business Review</i> 2023</li> </ul>	

			<ul style="list-style-type: none"> <li>Puntoni et al., "Consumers and Artificial Intelligence: An Experiential Perspective", <i>Journal of Marketing</i> 2021</li> <li>How Do Customers React When Their Requests are Evaluated by Algorithms? <i>MIT Sloan Management</i>, 2022</li> </ul>	
	Mar 20	Guest Speaker 3	<p><b>Ayşe Naz Erkan</b></p> <p><i>Co-founder, CTO &amp; CPO Laminar AI Ex-Robinhood &amp; Ex-Twitter</i></p>	<p><b>Submit Questions for the Guest Speaker</b></p> <p><b>Deliverable 6: Social Media Strategy</b></p>
11	Mar 25	New Technologies and Consumer Experiences	<ul style="list-style-type: none"> <li>Diehl et al. "How Taking Photos Increases Enjoyment of Experiences. <i>Journal of Personality and Social Psychology</i>", <i>Journal of Personality and Social Psychology</i> 2016</li> <li>How Augmented Reality Can— and Can't — Help Your Brand, <i>Harvard Business Review</i> 2022</li> </ul>	
	Mar 27	Sustainable Consumer Behavior	<ul style="list-style-type: none"> <li>Sokolova et al., "Paper Meets Plastic: The Perceived Environmental Friendliness of Product</li> </ul>	



			Packaging", <i>Journal of Consumer Research</i> 2023  • The Elusive Green Consumer, <i>Harvard Business Review</i> 2019	
12	Apr 1	Behavior Change	Joint class with <b>Markus Stripf</b> Co-founder of SpoonGuru World's Leading Food Search Platform	
	Apr 3	Team Meetings and Project Time		
13	Apr 8	Data and Ethics	• Chapter 17	
	Apr 10	Guest Speaker 4	<b>Daniel Grinberg</b> <i>Co-founder of Vero</i>	Submit Questions for the Guest Speaker
14	Apr 15	Final Exam Review		Bring questions for exam review
	Apr 17	Final Presentation		Deliverable 7: 10-min presentation
	<b>Apr 23</b>	<b>FINAL PAPER DUE AT 11:59 PM</b>		
	<b>Apr 24</b>	<b>FINAL EXAM AT 6:00 PM</b> <b>DREESE LAB - DL0113</b>		