We hope you and your loved ones are safe and well during these trying times. You have already received several notifications from the Chancellor and from the Dean about the many significant changes we have now made across campus because of the coronavirus threat. These decisions have been thoughtfully made with the best interests of faculty, staff, and students in mind. Your health and safety are our top priorities. In that context and after much deliberation and extensive conversation with my colleagues who are also teaching BUSI 406 sections this semester, we have made the following decisions effective immediately for the rest of the semester.

We will review these changes and plans with you during our first online class which will occur using Zoom on Monday, March 23rd for Professors Han and Didow and Thursday, March 26th for Professor Kubowicz-Malhotra at our respective regularly scheduled class times. We will also answer any questions you may have at that time as we reset for the remainder of the semester and introduce everyone to the new class format.

* We have revised the schedule for our remaining BUSI 406 classes starting the week of March 23.
* Our remaining classes will be taught online using Zoom at the regular scheduled times for each section of 406. Each class session will also be recorded and the link to the recorded class will be made available to you to view if you are unable to attend the regularly schedule class online in real time.
* The Canvas calendar function will be updated with the up-to-date schedule and the URL links to Zoom for each of our remaining classes for all sections of BUSI 406. (The revised schedule is also posted on Professor Didow’s class website for his section of BUSI 406.)
* In the first class after Spring Break (Monday, March 23rd for Professors Han and Didow; Thursday, March 26th for Professor Kubowicz-Malhotra), we will review all these changes and talk about the future classes which will be delivered online via Zoom at the regularly scheduled class meeting times and also recorded for you. The URL for the Zoom session will be posted on Canvas soon.
* Our major team Marketing Strategy Planning Project/Presentation assignment has been cancelled.  This decision was made for a number of reasons. The primary reason behind this decision is that many local businesses, nonprofits, and campus organizations will be inaccessible to you – either based on distance (your team is not in Chapel Hill) and/or current business needs. These organizations may not want to work on a project while they are working to save their business (many local businesses will struggle without students in our community for an extended and unplanned period).  We also know that some teams haven’t gotten very far with the project. Cancelling the project and accompanying presentation made most sense for the most people at this time.
* The BUSI 406 Final Exam will now be worth 45% (not 30%) and will be taken online. The 15 points originally allocated to the major team marketing strategy planning project and presentation have been reassigned to the final exam.
* The final exam will be take online via Canvas or some other technology platform.  As we approach the end of the semester, more information will be provided including how it will be administered, what the exam format will be, etc.
* Both remaining two team case assignment due dates for the Running On case and the Wise Water Inc. case have been pushed back. Please see the updated schedule calendar of classes and assignments. This was done to give everyone more time to adjust to the new class format and connect virtually with their team.
* Marketing Research Session #3 has been cancelled, and everyone will automatically receive full credit for Marketing Research Session #3.
* We are in conversation with the textbook publisher to get free online access to electronic versions of the textbook.  We believe this will happen and expect detailed ebook access information to be forthcoming. At the same, we also have a backup because we realize that many of you might have left campus without your marketing textbook and other course materials.  It is a priority for us to have necessary course materials readily available to you during the rest of the semester.

We look forward to reviewing all this with you online next week and answering any questions you have at that time. There may also be other updates we will share with you at that time. Mostly though we just look forward to reconnecting with you to be sure you are safe and well.

We would also encourage you to think about how you can do some good in the world in this challenging time and difficult circumstance. Perhaps this is an opportunity for you to apply what you are learning in marketing as the coronavirus situation has created many needs and opportunities to serve in your community. For example, can you help an elderly person or others particularly at risk get through this virus situation? Can you offer to go to the grocery store for them or just call them occasionally to talk and check in and see how they are doing? Or how about your family members, friends, and neighbors who are still working outside the home or need to occasionally go out for whatever reason, but who now have children at home? Could you offer to give them some childcare hours, tutoring, or occasional babysitting? Please give this some thought and maybe we can brainstorm some other opportunities to do good in the world when we first meet online the week of March 23.