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| <b>COURSE TITLE<br/>BLACKBOARD SITE</b>                               | MKT 3053 Web Analytics for Marketing<br>Fall 2012 – <a href="http://my.ltu.edu">http://my.ltu.edu</a> and select CRN 2079  |
| <b>INSTRUCTOR</b>   | Sarah Worsham<br>Adjunct Professor, College of Management<br>sworsham@ltu.edu<br>business cell: 248-707-9666<br>Office hours by appointment  |
| <b>SCHEDULE</b>   | September 5 – December 15, 2012<br><br>Refer to <a href="http://www.ltu.edu/registrars_office/calendar_final_exam.index.asp">http://www.ltu.edu/registrars_office/calendar_final_exam.index.asp</a> for the last date to withdraw and other important registration related information.  |
| <b>LEVEL/HOURS<br/>PREREQUISITE</b>                                   | MCS 2113 Statistics 1, MKT 3013 Marketing  |
| <b>REQUIRED TEXT</b><br><br>(See Blackboard for additional resources) | Avinash Kaushik, Web Analytics 2.0, 2010, Wiley Publishing, ISBN 978-0-470-52939-3<br>Katie Delahaye Paine, Measure What Matters, 2011, John Wiley & Sons, Inc., ISBN 978-0470920107<br>Available for online purchase through LTU Bookstore at:<br><a href="http://lawrence-tech1.bkstore.com/bkstore/TextbookSelection.do?st=489">http://lawrence-tech1.bkstore.com/bkstore/TextbookSelection.do?st=489</a> |
| <b>ADDITIONAL<br/>RESOURCES</b>                                       | LTU Online student resources: <a href="http://www.ltu.edu/ltuonline/">http://www.ltu.edu/ltuonline/</a>  |
| <b>TECHNICAL SUPPORT</b>  | Technical support for using Blackboard is provided by the Helpdesk, 248.204.2330 or <a href="mailto:helpdesk@ltu.edu">helpdesk@ltu.edu</a> . Send the Help Desk a form detailing any issues by clicking here <a href="http://tinyurl.com/3yqrvne">http://tinyurl.com/3yqrvne</a> .   |

### COURSE SCHEDULE FOR COLLEGE OF MANAGEMENT (GRAD) SEMESTER COURSES

This fully online course begins with a partial week online course orientation period to familiarize yourself with the online learning environment and to meet online or via the phone with your instructor. Each subsequent week starts on a Monday and ends on a Sunday.

| Dates                                     | Modules  | Topics / Readings  | Assignments Due   |
|---|----------|--|---|
| Prior to Semester Start and Sep 5 – Sep 9 | Module 0 | Overview of textbook<br>Online Learning Orientation<br>Course Orientation and group formation  | Course orientation<br>Instructor conversation<br>Individual pre-assessment<br>Propose teams<br>Propose nnn  |
| Week of Sep 10 – Sep 16                   | Module 1 | Topics: <ul style="list-style-type: none"> <li>• Why Measure</li> <li>• State of Web Analytics Today</li> <li>• How to Get Started</li> </ul> Reading: <ul style="list-style-type: none"> <li>• AV - Ch 1: Bold New World of Web Analytics 2.0</li> <li>• KDP - Ch 1: You Can Now Measure Everything but You Won't Survive without Metrics that Matter to Your Business</li> <li>• KDP - Ch 2: How to Get Started</li> <li>• IAB Measurement Guidelines: <a href="http://www.instituteforpr.org/topics/effectiveness-programs-activities/">http://www.instituteforpr.org/topics/effectiveness-programs-activities/</a></li> <li>• Social Media Marketing Industry Report: <a href="http://www.socialmediaexaminer.com/social-media-marketing-industry-report-2012/">http://www.socialmediaexaminer.com/social-media-marketing-industry-report-2012/</a></li> </ul> | <ul style="list-style-type: none"> <li>• Bb Discussion Board Forums</li> <li>• Make the Case</li> <li>• Understanding Business Objectives &amp; Audience</li> <li>• IAB Guidelines</li> <li>• Social Media Trends</li> <li>• Quiz #1: Measurement Guidelines &amp; Standards</li> </ul> |

| Dates                      | Modules  | Topics / Readings   | Assignments Due   |
|----------------------------|----------|---|---|
| Week of Sep 17<br>– Sep 23 | Module 2 | Topics:<br><ul style="list-style-type: none"> <li>• Choosing the Right Tools</li> </ul> Reading:<br><ul style="list-style-type: none"> <li>• AV - Ch 2: The Optimal Strategy for Choosing Your Web Analytics Soul Mate</li> <li>• KDP - Ch 3: 7 Steps to the Perfect Measurement Program: How to Prove Your Results &amp; Use Your Results to Improve</li> <li>• KDP - Ch 4: Yes, You can Afford to Measure: Choosing the Right Tools for the Job</li> <li>• Sodexo Case Study:<br/> <a href="http://sodexousa.com/user/newsroom/press/press09/sncrexcellenceaward.asp">http://sodexousa.com/user/newsroom/press/press09/sncrexcellenceaward.asp</a> </li> <li>• “Guidelines for Measuring Relationships in PR”<br/> <a href="http://www.instituteforpr.org/topics/measuring-relationships/">http://www.instituteforpr.org/topics/measuring-relationships/</a> </li> <li>• Southwest Airlines Case Study -<br/> <a href="http://www.instituteforpr.org/topics/link-pr-sales/">http://www.instituteforpr.org/topics/link-pr-sales/</a> </li> </ul> | <ul style="list-style-type: none"> <li>• Bb Discussion Board Forums</li> <li>• Measurement Program</li> <li>• Sodexo Case Discussion</li> <li>• Content Analysis</li> <li>• PR Measurement Guidelines</li> <li>• Choosing a Vendor</li> <li>• Southwest Case Study</li> </ul> |
| Week of Sep 24<br>– Sep 30 | Module 3 | Topics:<br><ul style="list-style-type: none"> <li>• What Can Be Measured</li> <li>• Understanding Clickstream Metrics</li> </ul> Reading:<br><ul style="list-style-type: none"> <li>• AV - Ch 3: The Awesome World of Clickstream Analysis: Metrics</li> <li>• AV - Ch 4: The Awesome World of Clickstream Analysis: Practical Solutions</li> </ul>   | <ul style="list-style-type: none"> <li>• Bb Discussion Board Forums</li> <li>• Root Cuse Diagnosis</li> <li>• Custom Reporting</li> <li>• Landing Page Improvements</li> <li>• Search Engine Optimization</li> <li>• Quiz #2</li> </ul>                                       |
| Week of Oct 1<br>– Oct 7   | Module 4 | Topics:<br><ul style="list-style-type: none"> <li>• Measuring &amp; Defining Success in Marketing Campaigns</li> </ul> Reading:<br><ul style="list-style-type: none"> <li>• AV - Ch 5: The Key to Glory: Measuring Success</li> <li>• KDP - Ch 5: How to Measure Marketing, PR, and Advertising in a Social Media World</li> </ul>  | <ul style="list-style-type: none"> <li>• Bb Discussion Board Forums</li> <li>• Critical Few Metrics</li> <li>• Economic Value</li> <li>• Social Media for Marketing</li> <li>• Social Media Measurement Plan</li> <li>• Social Media Content Analysis</li> </ul>              |

| Dates                      | Modules  | Topics / Readings  | Assignments Due   |
|----------------------------|----------|--|---|
| Week of Oct 8<br>– Oct 14  | Module 5 | <p>Topics:</p> <ul style="list-style-type: none"> <li>Using Metrics to Understand Your Customers</li> </ul> <p>Reading:</p> <ul style="list-style-type: none"> <li>AV - Ch 6: Solving the “Why” Puzzle -- Leveraging Qualitative Data</li> <li>KDP - Ch 6: How to Use Numbers to Get Closer to Your Customers</li> </ul>                                     | <ul style="list-style-type: none"> <li>Bb Discussion Board Forums</li> <li>Listening to Customers.</li> <li>Website Survey</li> <li>Eye-Tracking</li> </ul>   |
| Week of Oct 15<br>– Oct 21 | Module 6 | <p>Topics:</p> <ul style="list-style-type: none"> <li>Testing &amp; Experimentation</li> <li>Measuring Events</li> </ul> <p>Reading:</p> <ul style="list-style-type: none"> <li>AV - Ch 7: Failing Faster -- Unleashing the Power of Testing &amp; Experimentation</li> <li>KDP - Ch 7: Measuring the Impact of Events, Sponsorships and Speaking</li> </ul> | <ul style="list-style-type: none"> <li>Bb Discussion Board Forums</li> <li>Effect of Usability on Website Performance</li> <li>Landing Page Test</li> <li>Effect of Sponsorship</li> <li>Measuring Sponsorship</li> </ul>                                   |
| Week of Oct 22<br>– Oct 28 | Module 7 | <p>Topics:</p> <ul style="list-style-type: none"> <li>Competitive Intelligence</li> <li>Measuring Thought Leadership</li> </ul> <p>Reading:</p> <ul style="list-style-type: none"> <li>AV - Ch 8: Competitive Intelligence Analysis</li> <li>KDP - Ch 8: How to Measure Influencers &amp; Thought Leadership</li> </ul>                                      | <ul style="list-style-type: none"> <li>Bb Discussion Board Forums</li> <li>Finding Competitors &amp; Vital Keywords</li> <li>Competitive Intelligence</li> <li>Finding Influencers</li> <li>Measurement for Influencers &amp; Thought Leadership</li> </ul> |
| Week of Oct 29<br>– Nov 4  | Module 8 | <p>Topics:</p> <ul style="list-style-type: none"> <li>Emerging Analytics</li> <li>Measuring Local Relationships</li> </ul> <p>Reading:</p> <ul style="list-style-type: none"> <li>AV - Ch 9: Emerging Analytics: Social, Mobile, and Video</li> <li>KDP - Ch 9: Measuring Relationships with Your Local Community</li> </ul>                                 | <ul style="list-style-type: none"> <li>Bb Discussion Board Forums</li> <li>Content Consumption</li> <li>Mobile Measurement</li> <li>Blog Measurement</li> <li>Twitter Measurement</li> <li>Measuring Local Community Influence</li> </ul>                   |

| Dates                      | Modules   | Topics / Readings   | Assignments Due  |
|----------------------------|-----------|---|--|
| Week of Nov 5<br>– Nov 11  | Module 9  | <p>Topics:</p> <ul style="list-style-type: none"> <li>• Avoiding Web Analytics Traps</li> <li>• Measuring Employee Relationships</li> </ul> <p>Reading:</p> <ul style="list-style-type: none"> <li>• AV - Ch 10: Optimal Solutions for Hidden Web Analytics Traps</li> <li>• KDP - Ch 10: Measuring What Your Employees Think</li> <li>• Read Web Analytics Technical Implementation Best Practices. (JavaScript Tags)<br/><a href="http://www.kaushik.net/avinash/web-analytics-technical-implementation-best-practices-javascript-tags/">http://www.kaushik.net/avinash/web-analytics-technical-implementation-best-practices-javascript-tags/</a></li> </ul> | <ul style="list-style-type: none"> <li>• Bb Discussion Board Forums</li> <li>• Measurement Best Practices</li> <li>• Building an Action Dashboard</li> <li>• Multichannel Marketing Measurement</li> <li>• Behavioral Targeting &amp; Predictive Analytics</li> <li>• Intelligent Analytics</li> <li>• Measuring Influence with Employees</li> </ul> |
| Week of Nov 12<br>– Nov 18 | Module 10 | <p>Topics:</p> <ul style="list-style-type: none"> <li>• Actionable Insights</li> <li>• Advanced Analytics Principles</li> </ul> <p>Reading:</p> <ul style="list-style-type: none"> <li>• AV - Ch 11: Guiding Principles for Becoming an Analysis Ninja</li> <li>• AV - Ch 12: Advanced Principles for Becoming an Analysis Ninja</li> <li>• Read Path Analysis: A Good Use of Time?<br/><a href="http://www.kaushik.net/avinash/path-analysis-a-good-use-of-time/">http://www.kaushik.net/avinash/path-analysis-a-good-use-of-time/</a></li> </ul>  | <ul style="list-style-type: none"> <li>• Bb Discussion Board Forums</li> <li>• Context is Queen</li> <li>• Leveraging Competitive Intelligence</li> <li>• True Value &amp; Inactionable KPIs</li> <li>• Long-Tail Search Strategies</li> <li>• Multitouch Campaign Analysis</li> </ul>   |
| Week of Nov 19<br>– Nov 25 | Module 11 | <p>Topics:</p> <ul style="list-style-type: none"> <li>• Measuring in a Crisis</li> <li>• Measuring Relationships in Sales Cycle</li> </ul> <p>Reading:</p> <ul style="list-style-type: none"> <li>• KDP - Ch 11: Threats to Your Reputation: How to Measure Crises</li> <li>• KDP - Ch 12: Measuring Relationships with Salespeople, Channel Partners &amp; Franchisees</li> </ul> <p><b>Light Week – Thanksgiving Break</b></p>  | <ul style="list-style-type: none"> <li>• Bb Discussion Board Forums</li> <li>• PR Crisis Discussion</li> <li>• Measuring in a Crisis</li> <li>• Communications Across the Sales Channels</li> <li>• Blue Cross Blue Shield Case Study</li> </ul>   |
| Week of Nov 26<br>– Dec 2  | Module 12 | <p>Topics:</p> <ul style="list-style-type: none"> <li>• Measuring for NonProfits</li> <li>• Measuring for Higher Education</li> </ul> <p>Reading:</p> <ul style="list-style-type: none"> <li>• KDP - Ch 13: Measurement for Nonprofits</li> <li>• KDP - Ch 14: Measure what Matters for Higher Education</li> </ul>   | <ul style="list-style-type: none"> <li>• Bb Discussion Board Forums</li> <li>• Measurement Plan for Nonprofit</li> <li>• Content Analysis for Nonprofits</li> <li>• Case Study Discussion</li> <li>• Measurement Plan for Higher Learning</li> </ul>   |

| Dates                      | Modules     | Topics / Readings  | Assignments Due  |
|----------------------------|-------------|--|--|
| Week of Dec 3<br>– Dec 9   | Module 13   | Topics: <ul style="list-style-type: none"> <li>• Moving Forward</li> <li>• Careers in Web Analytics</li> </ul> Reading: <ul style="list-style-type: none"> <li>• AV - Ch 13: The Web Analytics Career</li> <li>• AV - Ch 14: Creating a Data-driven culture</li> </ul> | <ul style="list-style-type: none"> <li>• Bb Discussion Board Forums</li> <li>• Web Analytics Jobs</li> <li>• Cultivating Skills</li> <li>• Hiring Analysts</li> <li>• Changing Company Culture</li> <li>• Changing Metric Definitions</li> </ul> |
| Week of Dec 10<br>– Dec 15 | Final Exams | Course Summary<br>End of Course  | Final Exam   |

## STUDENT EVALUATION

The course has assignments, quizzes, participation and a final exam totaling 475 points. Letter grades are awarded based on the total number of points achieved. Points are deducted for late assignments.

| Assignments          | Points |
|----------------------|--------|
| Exercises            | 295    |
| Quizzes              | 60     |
| Final Exam           | 120    |
| Online Participation | 65     |
| Total Points         | 475    |

| Class Points | Letter Grade       |
|--------------|--------------------|
| 96 and above | A                  |
| 90 – 95      | A-                 |
| 87 – 89      | B+                 |
| 83 – 86      | B                  |
| 80 – 82      | B-                 |
| 77 – 79      | C+                 |
| 73 – 76      | C                  |
| 70 – 72      | C-                 |
| 61 – 70      | D (Undergrad Only) |
| 60 and below | E                  |

*Note: Grades lower than a “B” fall below the LTU graduate standard*

## EDUCATIONAL GOALS

Evolution of web analytics, types of data collected and how web analytics can be used to measure success in marketing campaigns. Real world tools, examples and case studies will be used to illustrate course topics.

## STUDENT LEARNING OBJECTIVES / OUTCOMES

- Analyze the data and information available from various measurement and marketing tools and techniques.
- Evaluate the metrics and tools available for measuring social media and online marketing campaigns.
- Create measurement strategies based on the business objectives of social media and online marketing campaigns.
- Make recommendations on how to improve social media and online marketing campaigns from analysis of measurement strategies and data.

## PREREQUISITE SKILLS

MCS2113 Statistics 1, MKT3013 Marketing

## INSTRUCTIONAL METHODS AND COURSE ORGANIZATION

**Blackboard Learning Environment** – Blackboard at my.ltu.edu contains the syllabus, all assignments, reading materials, streaming videos, narrated PowerPoint mini-lectures, podcasts, written lecture notes, chapter quizzes, links to Web resources, and discussion forums. You will submit all assignments via Blackboard, and are expected to participate regularly in discussion topics. Please take time to familiarize yourself with the organization of the Blackboard site. You will want to check the site frequently for announcements reminding you of new resources and upcoming assignments.

**Student Blogs at Blogger.com** – Students will setup personal blogs at blogger.com along with measurement tools in order to complete assignments. Follow the instructions in Module 0 for how to properly setup your blog.

**Student/Instructor Conversations** – Students keep in touch with the instructor via e-mail messages, telephone conference calls, and IM conversations.

**Required Reading** – Textbook chapters should be read according to the schedule outlined in the syllabus. Chapters will be discussed online.

#### **Assignments –**

Blog Post Assignments (5 points each): Based on the reading and lecture material, students will be asked to put their learning into practice with these short assignments which will be posted on the student's blog on blogger.com. There are typically 4-6 blog assignments per week for a total of 59 throughout the course.

Quizzes (30 points each): Quizzes will be used to test student's knowledge when a blog post will not suffice. There are 2 quizzes total.

Final Exam (120 points): Students will be asked to apply their knowledge to create actionable insights with recommendations for measurement strategies and improvements to existing strategies.

Online Participation (5 points per week): Students are required to contribute to the learning of their peers by commenting on others' blog posts. Students will be graded on the quality of their contribution, as well as whether they gave others a chance to respond (by posting throughout the week instead of on just one day).

#### **CLASS POLICIES AND EXPECTATIONS**

*I plan to offer you a valuable learning experience, and expect us to work together to achieve this goal. Here are some general expectations regarding this course:*

Each student has a LTU email account. If you wish to use a different email address for this course, please **change your email address in Blackboard under "Blackboard Tools", then "Personal Information"** and send an email to me to store your email address in my directory.

Readings, discussion forum participation, and written assignments must be completed according to the class schedule. It is important to contact the instructor as needed to discuss personal needs regarding course requirements and assignments.

It is essential that all students actively contribute to the course objectives through their experiences and working knowledge.



All assignments must be submitted on schedule, via Blackboard, and using Microsoft Office compatible software. If you need to submit an assignment via email, contact the instructor in advance.

Assignments must be completed to an adequate standard to obtain a passing grade. Requirements for each assignment are detailed in this syllabus.

Be prepared to log into Blackboard at least once each day. Please focus your online correspondence within the appropriate Blackboard discussion forums so that your colleagues can learn from you.

At midterm and at the end of the course, you will be invited to participate in a University evaluation of this course. Your feedback is important to the University, to LTU Online, and to me as an instructor, and I encourage you to participate in the evaluation process.

It is important for you as students to know what to expect from me as your instructor:

- I will be available to you via e-mail and phone, and will promptly reply to your messages.
- I will be available to you for face-to-face appointments as requested.
- I will maintain the Blackboard web site with current materials, and will resolve any content-related problems promptly as they are reported to me.
- I will send out a weekly e-mail update to all class members to guide upcoming work and remind you of assignment due dates.
- I will return all assignments to you promptly, and will include individualized comments and suggestions with each assignment.
- I will hold our personal written or verbal communications in confidence. I will not post any of your assignments for viewing by the class without requesting your approval in advance.
- I will treat all members of the class fairly, and will do my best to accommodate individual learning styles and special needs.
- If any of these points need clarification, or should special circumstances arise that require my assistance, please contact me so that we may discuss and resolve the matter.

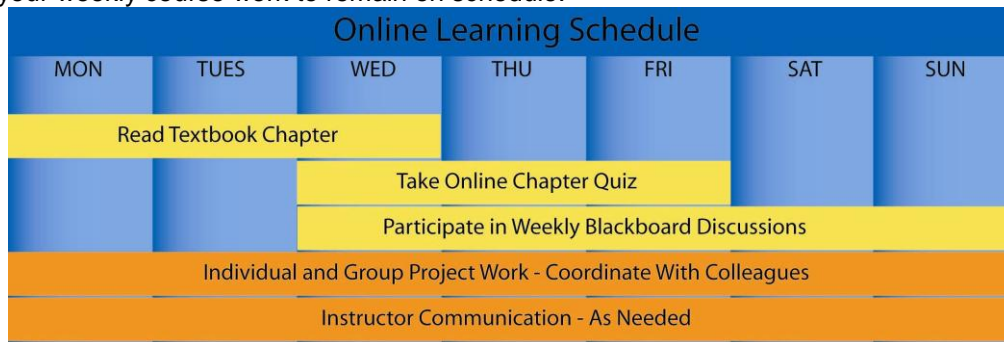
## **PRACTICAL GUIDELINES FOR CLASS LOAD EXPECTATIONS**

A three-credit course generally requires at least nine hours per week of time commitment. Here are some practical guidelines to help schedule your time commitments for this online course:

- A 13-week semester (the Summer semester is compressed into 10 weeks) would require at least 126 hours of time commitment to successfully complete all readings, activities, assignments, and texts as described in this syllabus.
- You should reserve at least 6 hours per week to read the required textbook chapters and resources, participate in online discussions, review presentation materials, and work through online quizzes. This effort will total at least 84 hours over the course of the semester.
- You should organize your remaining time to roughly correspond with the point value of each major assignment. This means that you should plan to spend at least:
  - 8-9 hours preparing your case study review;
  - 24-40 hours working with your group on the three parts of your semester-long project;
  - 8-9 hours working on the various components of your reflective consolidation (final exam).

These guidelines may not reflect the actual amount of outside time that you – as a unique individual with your own learning style – will need to complete the course requirements. The number of hours each week will vary based on assignment due dates, so please plan ahead to insure that you schedule your

academic, work, and personal time effectively. The following graphic may be used to guide you in planning your weekly course work to remain on schedule:



### ASSIGNMENT DETAILS

Course assignments and evaluation criteria are detailed below. Please review these requirements carefully. See the section Academic Resources / Assessment Guidelines for information about assessment of written and oral presentations.

Details for all assignments are shown below. Please note that you should not submit any assignments to the Blackboard “Digital Drop Box.” All assignments are submitted using the Blackboard “Assignments” or “SafeAssign” function. Some assignments are also posted to the Blackboard Discussion Forum for student comments.

#### Blog Post Assignments (295 Points)

**Overview** – Each week students will be asked to apply the knowledge they’ve learned to specific situations that might occur in the real world. Students will analyze data and make specific actionable insights and recommendations to improve measurement strategies. These recommendations will be posted on their personal blog at blogger.com, which will give students the opportunity to analyze the data for this website.

**Deliverables and Evaluation** – Each blog post assignment will be posted on the student’s blogger.com blog and is worth a total of 5 points, evaluated by:

|                   |              |           |                   |           |                |
|-------------------|--------------|-----------|-------------------|-----------|----------------|
| Unacceptable<br>0 | Minimal<br>1 | Fair<br>2 | Satisfactory<br>3 | Good<br>4 | Excellent<br>5 |
|-------------------|--------------|-----------|-------------------|-----------|----------------|

|                       |   |   |  |   |  |
|-----------------------|---|---|--|---|--|
| No assignment posted. | Post is off topic, not relevant to subject. | Post shows superficial thought and preparation, aspects of the topic not addressed. | Post adequately addresses the topic but may not back it up with relevant data or analysis. Formatting may make the post difficult to read. | Post is well developed information, fully addresses the fully developed concept. Formatted in easy to read style, free of grammatical or spelling errors. | Post provides additional analysis and extends the concept. |
|-----------------------|---|---|--|---|--|

### Quizzes (60 points)

There will be two quizzes during the semester to test students' knowledge when a blog post assignment is not adequate. Each quiz is worth 30 points.

### Final Exam (120 points)

Students will be asked to apply their knowledge to create actionable insights with recommendations for measurement strategies and improvements to existing strategies.

### Online Participation (65 points)

Each student is expected to actively participate in online activities. Class participation is evaluated to a maximum of 65 points (5 points per week) based on:

|                   |              |           |                   |           |                |
|-------------------|--------------|-----------|-------------------|-----------|----------------|
| Unacceptable<br>0 | Minimal<br>1 | Fair<br>2 | Satisfactory<br>3 | Good<br>4 | Excellent<br>5 |
|-------------------|--------------|-----------|-------------------|-----------|----------------|

|                  |   |  |   |   |   |
|------------------|---|--|---|---|---|
| No participation | Participates only once during the week. Comments are off-topic or incorrect | Participates 1-2 times during the week. Comments do not extend/enrich the discussion, provides only agreement/dis agreement. | Participates at least 3 times during the week. Comments are adequate, but lack full development of concept. | Participates more than 3 times during the week. Comments show depth of understanding of the concept and extend the conversation. Comments are valuable to extending the conversation. | Participates more than 3 times during the week. Comments are insightful and well developed, providing additional analysis of the concept. |
|------------------|---|--|---|---|---|

### SYLLABUS ADDENDA

Please see the LTU Online “Current Students” web site <http://www.ltu.edu/ltuonline/> for comprehensive information about Lawrence Tech’s academic services, library services, student services, and academic integrity standards. The content of this web site is explicitly included in these syllabus requirements.

The LTU Online “Current Students” web site also includes grading rubrics used by your instructor to evaluate written assignments, discussion forum participation, and group assignments. Please note that the SafeAssign anti-plagiarism product will be used for written assignments submitted for this course. Please see the instructions included on the [eHelp web site](#) regarding the use of the SafeAssign product.

#### Undergraduates: Leadership Transcripts

The leadership transcript enables students to track co-curricular activities that are undertaken above and beyond the requirements of the LTU curriculum. The leadership transcript serves students by enhancing the leadership portfolio; providing the opportunity for a transcript of distinction; enhancing their resumes; and assisting in articulating leadership experience. It can be accessed by logging on to Banner Web and clicking the Student and Financial Aid tab. Leadership Activities is located at the bottom of the list. More information is available at <http://www.ltu.edu/leadership>.