

Master of Science in Marketing Research Student Honor Code

The Broad School Master of Science in Marketing Research (MSMR) program is committed to developing global leaders by embracing the values of integrity, teamwork, continuous improvement, and community service. As members of the Broad MSMR community, we share the responsibility to sustain an environment that supports these values at all times.

This Honor Code embodies the standards of professional conduct adopted by the Broad School student body. Each MSMR candidate is responsible for reading and understanding the Honor Code prior to the first day of classes. All students have the responsibility to adhere to the standards articulated in the Honor Code.

I. Professional Values and Standards.

Integrity

In order to lead others, we as future managers must act with integrity. Our actions must be consistent with our values and reflect our high standards of integrity. We as good managers are expected to behave in a fashion that withstands ethical scrutiny and is consistent with our community standards. As members of the Broad School community, we agree to be held accountable for our actions. As Broad School MSMR candidates, our collective and individual actions will exemplify professionalism through the respect and courtesy we direct towards our peers, faculty, staff, prospective employers and members of the external community.

Team Work

We strive to achieve goals that are greater than any one person. To accomplish our goals, we embrace diversity and rely on our abilities to collaborate, coordinate and communicate with others. We believe in our collective ability to achieve more as a team than as individuals. To be effective team members, we must trust, support and learn from each other as we advance towards our common goals. Compromise is an integral component of collaborative efforts. Thus, we must often be open to advancing team interests that require personal sacrifice.

Continuous Improvement

We are members of the Broad School community – a collection of people, property and ideas. As members of the community, we have a collective responsibility to advance the program in a positive direction. Every member is expected to contribute to the program's continuing success, setting a positive example that others will follow.

As future business leaders, we impose demanding goals upon ourselves in an effort to enhance our knowledge, further expand our intellect and grow as people. We are guided by a constant desire for ongoing self-improvement and realize that the most valuable benefits are realized while stretching ourselves to achieve more than we thought possible. We understand that during this marathon, taking shortcuts will not enable the personal development that we seek. Everyday, ambition, dedication, and determination will compel us to reach ever higher levels of achievement.

Community Service

Give back and respect the community. Giving back to the community may be in the form of time, money or information, all of which have equal importance. As future leaders, we must remember to not only give back to the communities in which we ultimately reside, but also to the community from which we came. We must also remember that our actions as individuals may have a tremendous impact on our community as a whole, an impact that is important to consider at all times.

II. Code Violations.

Conduct that violates one of the Values articulated in the Code, regardless of where the conduct occurs, will be adjudicated under the Eli Broad College of Business and Eli Broad Graduate School of Management Grievance Procedure established in accordance with the provisions of the Academic

Freedom Report (AFR) and the Graduate Students Rights and Responsibilities (GSRR) document for students at Michigan State University.

Conduct violates the Honor Code when it is contrary to one of the specified Values and impairs, interferes with, or obstructs the mission, processes, or functions of the Broad program. Such conduct includes, but is not limited to:

Academic Dishonesty: Academic dishonesty violates the values of integrity, teamwork and continuous improvement. Academic dishonesty may include, but is not limited to, using another student's work on an individual assignment or exam, posting or obtaining examination questions and/or answers on the Internet, providing information prohibited by the instructor to another student on an individual assignment or exam, and plagiarism.

Plagiarism includes appropriating another person's ideas or work without giving them credit or using information from the Internet, books or magazines without citing the source. If a student is unsure of what may constitute cheating in a specific case, he/she should consult the syllabus and/or professor of the class.

Non-Academic Dishonesty: Non-academic dishonesty violates the values of integrity, teamwork and continuous improvement. Non-academic dishonesty may include, but is not limited to, conveying an untruth to gain an unfair advantage over other students. Examples include putting false information on a resume or job application.

Misuse of Property: Misuse of property violates the values of integrity, teamwork, continuous improvement and community service. Misuse of property may include, but is not limited to, misusing or taking Broad property or the property of others without permission, or misusing or misappropriating funds. Examples include misuse of copyrighted material, vandalism or embezzlement of student organization funds.

Harassment/Discrimination: Harassment and discrimination violate the values of integrity, teamwork, continuous improvement and community service. This category includes conduct that is unlawful or in violation of University policy.

Other Violations: Conduct that would violate a student group regulation, general student regulation or University policy, if the conduct occurred on campus, may also constitute a violation of the Honor Code where that conduct is contrary to one of the specified Values and impairs, interferes with or obstructs the mission, processes or functions of the Broad School program. Failure to report an Honor Code violation is considered a violation of the Honor Code. Any MSMR student with knowledge of a violation has the responsibility to report the incident to the MSMR Program Director.