

## Course Syllabus for MKT 3421 2.0 Marketing Communication: Promotion

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Book: Course Syllabus for MKT 3421 2.0 Marketing Communication:  
Promotion

## Description



The *Moodle book* is a resource that can be used to organize information and multimedia in your course. Click on any of the chapter titles to jump to the section you want to read. You can print this book by clicking on the book title or on a chapter title and then clicking the link under the Table of Contents.

This course syllabus is an example of the Moodle book.

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## Instructor & Course Information

MKT 3421 2.0 Marketing Communication: Promotion (3 credit hours)

Instructor: Dr. Tommy Karam



[tkaram@outreach.lsu.edu](mailto:tkaram@outreach.lsu.edu)

Please email your instructor or post in the Q&A forum with questions about course content. Every effort will be made to respond within 24 hours.

**Catalog description:** Nature and contributions of personal selling and advertising to the firm's problems of demand stimulation; concepts related to integration and organization of promotional effort to facilitate communication programs for products and/or services.

**Prerequisites:** MKT 3401

**Prerequisite Verification:** By completing registration in this course, you acknowledge that you meet any prerequisites or requirements to take the course. LSU undergraduate students may have additional requirements imposed by their department or college and must consult with their academic counselor or advisor before enrolling in an ODL course.

**Course Outcomes.** Upon completion of this course, students are expected to be able to:

1. Describe how marketing communication can help companies sell products. (CO1)
2. Describe the various types of communications that can be selected in reaching target markets. (CO2)
3. Distinguish the various ways to persuade customers in their purchase decisions. (CO3)

The purpose of this course is to help students gain a keen understanding of the importance of marketing communication and how it can be used effectively to market products and services. Students will learn the various types of communication that can be used to reach different target markets. For these various communication types to be effective, it is critical that the proper vehicle is selected to reach the intended audience.

Students will also learn the importance of brand management and why it needs to be understood when marketing a product. The use of such items as logos, colors, and packaging are important elements that will be used throughout the promotion of a product.

The emphasis of the course is on analyzing and examining the various parts of the promotional mix that companies must choose from in order to persuade customers. It is important that companies realize how they must integrate advertising, public relations, sales promotions, and personal selling.

## Course Outcomes and Module Learning Objectives

This course covers the following specific measurable outcomes and learning objectives. All assessments are aligned to these outcomes and objectives.

### Course Outcomes

When you complete this course, you will be able to:

1. Describe how marketing communication can help companies sell products. (CO1)
2. Describe the various types of communications that can be selected in reaching target markets. (CO2)
3. Distinguish the various ways to persuade customers in their purchase decisions. (CO3)
4. Explain the influence of personal branding when communicating with consumers or selling to others. (CO 4)

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Students will also learn the importance of brand management and why it needs to be understood when marketing a product. The use of such items as logos, colors, and packaging are important elements that will be used throughout the promotion of a product.

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### Module Topics and Learning Objectives

The following is a breakdown of module topics and their associated learning objectives.

#### Module 1: Marketing Communication

1. Discuss the importance of marketing in the overall success of a business. ( CO 1)
2. Explain the various ways persuasion can be used in marketing communication (CO 3)
3. Identify the appeals used to effectively communicate with consumers (CO 2)

#### Module 2: Brand Management

1. Explain the ways to effectively manage a company's brand (CO 1)
2. Discuss the importance of brand equity and its value to a company (CO 2)
3. Identify ways in which a company can enhance their brand (CO 1)

#### Module 3: Marketing Framework

1. Identify components of a market analysis (CO 2)
2. Explain the importance of positioning when communicating with customers (CO 3)
3. Discuss the parts of the marketing mix (CO 2)

#### Module 4: Promotional Mix

1. Discuss the various parts of the promotional mix (CO 2)
2. Discuss the benefits of using advertising compared to PR in a marketing campaign (CO 2)
3. Distinguish between technological and traditional advertising (CO 3)

**Module 5: Personal Selling**

1. Identify the various steps used in personal selling (CO 4)
2. Discuss the concept of likeability (CO 4)
3. Distinguish between personal selling the other parts of the promotional mix (CO 2)

**Module 6: Sales Promotion**

1. Discuss the role the color in a sales promotion (CO 2)
2. Explain the purposes to consider when considering when using sales promotions (CO 3)
3. Distinguish between the various types of sales promotions (CO 3)

**Module 7: Advertising**

1. Discuss the various type of advertising (CO 2)
2. Explain the benefits of using a particular type of social media marketing (CO 3)
3. Discuss the benefits of traditional advertising when reaching a target market (CO 2)

**Module 8: Sponsorship**

1. Discuss the benefits of sponsorship (CO 2)
2. Distinguish between co-branding and signage (CO 1)
3. Explain the reasons a company would use advertising dollars for sponsorship (CO 1)

**Module 9: Public Relations**

1. Explain the important of integrity in dealing with the public (CO 4)
2. Discuss the various ways Cause marketing can improve a company's brand (CO 2)
3. Discuss the ethical concerns to consider when engaged in public relations (CO 4)

**Module 10: Crisis Management**

1. Explain the concept of the Thin Slice (CO 4)
2. Discuss how the Clock can be used in handling a crisis (CO 1)

**Module 11: Personal Branding**

1. Explain how Likeability and have a positive impact on personal branding (CO 4 )
2. Discuss the impact vocal and visual deliver can have on a personal brand (CO 4)

**Module 12: Presentations**

1. Identify the parts of a presentation that makes the message memorable (CO 4)
2. Explain the concept of an Attention Gaining Mechanism (CO 1)
3. Discuss the importance of delivering an effective presentation. (CO 4)

## Course Materials and Resources

### Required Materials

The following materials are required for this course:

This course *does not* require access to or purchase of a textbook. Each module is accompanied by a video lecture that discusses the key topics and course information. Links to online references, online or PDF articles, and other reading materials will be provided throughout the course.

### Additional Materials

The following materials are suggested as supplemental to the course material:

All students are required to have access to the internet for online materials associated with several of the modules, including audio and video capabilities.

**Software:** Web Browser, Adobe Acrobat Reader

It is recommended that you use Mozilla Firefox or Google Chrome as your web browser. Internet Explorer is not compatible with your Moodle course site.

Adobe Acrobat Reader is required to view PDF document files.

**Hardware:** Web cam with a microphone (built-in or external), headphones or working speakers, and high speed internet

## Technical Information and Assistance

### Technical Help

If you have questions about the functionality of your course, review the GROK article [LSU Online Technical Requirements](#) to make sure you have the right equipment and software.

If you have any technical problems or questions, email CE Learner Services at [Answers@outreach.lsu.edu](mailto:Answers@outreach.lsu.edu) or call (225) 578-2500. Be sure to mention your name, course number, and section.



## Grading and Course Work

This course covers an entire semester of work or the equivalent of a classroom course lasting 15 weeks or 135 hours. You will find some modules are longer than others and may require more time and effort on your part. Do not expect to complete each module in a single study session. Understand, too, that if you choose to submit assignments at a very high pace, your instructor may not be able to grade your work at the same rate.

Your grade in this course will be determined by the specific activities and assessments described in this syllabus. You will have a checklist in each module that instructs you on how to work through the materials and activities. In the following subchapters you will find details about each type of activity and assessment, as well as the grade breakdown and grading scale. Specific expectations for each graded item are included within these subchapters. Make sure you read all of the instructions!

Each module contains information, activities, and assignments organized under a consistent series of headings. Get familiar with how the module is organized. Each module in this course is organized into the following sections: the Module Learning Objectives, the Video Lectures, the Reading Assignment, and the graded Module Assignment. You should work through these parts of the module in order. Specific recommendations are provided in a link to the course module instructions, which you should review before beginning the first module. Completing the following sequence is strongly recommended for each module:

1. *Review the module learning objectives.* This will give you information on the material that will be covered in the module and what you should focus on as you are learning the material. It also provides insight as to what you will be expected to do once you have completed the module. Use this information as a guide when studying for your examinations.
2. *Review the Video Lectures.* Your instructor has provided video lectures that accompany each module.
3. *Complete the reading assignment.* Specific readings will be provided in the Reading Assignment area of the module.
4. *Complete your Module Assignment.*

It is *highly* recommended that you take notes while reviewing and listening to the lectures. This will help you when summarizing major points, identifying key terms or marketing concepts that stand out in the readings. This kind of active engagement will help you to remember the material and will provide you with useful study notes to help you prepare for the assignments and exams. This information is the most critical of all information and will greatly enhance your ability to learn the course material. Video Lectures will average about 15 minutes in length.

## Suggested Study Techniques

1. Carefully review the module objectives to help you focus on the information that will be covered on the exams.
2. Concentrate on the reading assignments, the module lecture material, and any additional resources provided. This review should include a detailed examination of any illustrative problems and examples. After an assignment has been completed, a rapid re-reading of the related text and other materials is strongly recommended.
3. Put yourself on a definite schedule. Set aside a certain block of hours per day or week for this course and work in a place where distractions are minimal.
4. Try to submit one assignment each week or at least every two weeks. Delays in submitting assignments usually result in lagging interest and the inability to complete the course.
5. Review your module assignments after they have been graded, paying special attention to any instructor feedback provided. (We suggest that you wait for assignment feedback before you submit subsequent assignments.)
6. Regardless of how you complete your graded assignments, keep in mind that module completion should not be your sole preparation for your exams. As with any college course, you should study for your exams.

## Reading Assignments

As a course requirement, you will read articles from educational journals, blogs, and other online sources.

Specific reading assignments will be provided in the Reading Assignment area of each module. Please read these designated sections of the modules since it is important information that can add clarity to the module lecture materials. These readings will provide you with key material that will be included in the assignments only.

It is important that you read and study all course materials that precede the Module Assignment.

## Grade Breakdown and Grading Scale

There will be two course examinations. The examinations will contain multiple-choice and essay questions. The Mid-Course Exam covers the material presented in modules 01–06. The Final Examination is *NOT* comprehensive, and covers the material presented in modules 07-12. Please see the Mid-Course Examination and Final Examination modules in Moodle for more information on what material will be included in the exams and how best to study. No notes, dictionaries, books, or aids are allowed during the exam.

You will have a maximum of three hours to complete the exam.

**YOU MUST EARN A PASSING AVERAGE ON THE EXAMINATIONS IN ORDER TO PASS THE COURSE.**

If you earn a passing average on your examinations your course grade will be calculated as follows:

- Module assignments = 20 points each
- Exams = 100 points each
- Course grade = average of module assignments + exam scores. Each component is weighted by the following predetermined percentages.

### Grade Breakdown

Average of Module Assignments	40%
Mid-Course Exam	30%
Final Exam	30%

### LSU GRADING SCALE

The following grading scale applies:

97%–100% = A+  
93%–96% = A  
90%–92% = A-  
87%–89% = B+  
83%–86% = B  
80%–82% = B-  
77%–79% = C+  
73%–76% = C  
70%–72% = C-  
67%–69% = D+  
63%–66% = D  
60%–62% = D-  
0%–59% = F

## Assignments

### Purpose of the Assignment

In order to complete each module, you will be required to complete a Module Assignment. Module assignments are in quiz format and consist of four discussion questions, worth five points each. Your response to each question is designed to gauge your understanding of the module material and should be no more than five sentences in length. Module Assignments must be completed online through your course site. Module assignments are not timed; however, you are only allowed one attempt to complete each assignment.

Before you begin your module assignments, carefully review your notes from the Video Lectures. This study should include a detailed examination of the illustrative problems and examples, as well as the assigned readings.

You can access your assignment and log-off without submitting; however, once you view it, a check mark will appear in the Module Progress Bar of your course site. You can continue working on your assignment until you click submit. Once you submit your assignment, you cannot revise it, so be sure to check your work.

You should submit each module assignment as soon as it is completed. Some courses have restrictions that require that a grade be received before you can submit additional assignments. Specific information on assignment submission is included in the Module Instructions. Please be sure to follow these instructions.

Once you *submit* an assignment, you cannot revise it, so be sure to check your work. Your instructor will normally post a grade for your assignment within *seven calendar days*. Understand that occasional delays will occur, such as during holidays and semester breaks or if you submit several module assignments within the same week. You must have been enrolled in the course for *at least three weeks*, regardless of when the modules and other exams are completed.

### Directions and Submission Guidelines

Click on the assignment title in the module, where you will find instructions for completing and submitting your assignment.

To complete this Module Assignment, please do the following:

1. Carefully read and answer each of the questions provided in this assessment. Your response to *each* question is designed to gauge your understanding of the module material. This module assignment is worth *20* possible points, and each question is worth *four* points. This assessment is *not* timed.
2. You may begin by clicking "*Attempt quiz now*".

**Remember:** You can access your assignment and log off without submitting this assignment; however once you view it a checkmark will appear in the Module Progress Bar of your course site. You can continue working on your assignment until you click submit. Once you **submit** your assignment, you cannot revise it, so be sure to check your work. Your instructor will post a grade for your assignment within **seven (7) calendar days**.

**IMPORTANT:** Do not use the browser "back button" during the assignment as you may lose answers to questions. Use the Quiz Navigation block in the upper left of the page to review or revisit questions. Numbered blocks in grey indicate the questions have been answered. Blocks in white indicate the question requires an answer.

## Exams and Proctoring

An exam may not be taken until all of the modules covered in that exam have been completed. Exams must be taken in order (e.g., a mid-course exam must be taken before the final exam), and the final exam cannot be taken during the first three weeks of enrollment. You must have a grade on the last assignment before the final exam. Carefully read the following information, which is also listed in the exam module(s) in your course. Navigate to those exam module(s) when you are ready to take your exam(s).

### Mid-Course Exam Content

- The Mid-Course Exam covers the material presented in modules 01-06.
- The exam includes: 40 multiple-choice questions and 4 short answer questions.
- No notes, dictionaries, books, or aids are allowed during the exam.

### Final Exam Content

- The Final Exam is NOT comprehensive and covers the material presented in modules 08-14.
- This exam is similar in format to the module assignments and includes approximately 34 questions: 30 multiple-choice questions and 4 essay type questions.
- No notes, dictionaries, books, or aids are allowed during the exam.

### Testing Rules

- Exams require all preceding module assignments to be completed and graded.
- You will have three hours to complete your exam.
- Exams will be completed under proctor supervision.
- No notes, dictionaries, books, or aids are allowed during the exam.
- No restroom breaks are allowed.

To read the full exam policy and other policy statements, visit ODL's [Policy page](#).

### Proctoring Information: ProctorU

To take exams in this course, you will use the proctoring service ProctorU. You cannot use an account created through another university, so if you already have an account, you will still need to create an account associated with LSU Online Distance Learning (ODL). When you are ready to create your account, visit the [Louisiana State University ProctorU portal](#). When you create your account, you will have access to the following items:

- [Login](#): used to access your account and schedule appointments
- [Sign Up](#): used to create your account and request a Login ID
- [Technical Specifications](#): provides specifications and a link to [test your equipment](#)
- [How It Works](#): video explaining testing process
- [Getting Started](#): instructions for first time users
- [Contact Us](#): provides contact information for ProctorU

The [ProctorU Live Resource Center](#) provides information on:

- How ProctorU works
- What to expect when testing
- Technical requirements, and more.

Exam appointments are reserved on a first-come, first-served basis. Schedule your exams as early as possible so that you can choose the times that are best for you and so you will have enough time to prepare. Please note that if you schedule your exam fewer than seventy-two hours before your chosen day and time,

additional premium scheduling fees may be assessed. The ProctorU [Test-Taker Knowledge Base](#) contains more information about scheduling and premium fees.

**Guild students:** students who register through Guild will need a code to cover their testing fees. To obtain your access codes:

1. Go to "Course Tools" within your course in Moodle
2. Under "ProctorU Access Codes," select "Claim your access code," and then schedule your exam with ProctorU
3. Once you have used an access code, return to the same page in your course to mark your code used and to obtain a new access code for your next testing session

#### **Proctored Exam Reviews**

Students who have completed an exam and desire to review the results of their exam attempt must request an exam review. Students should follow the instructions provided in each exam module carefully in order to make sure that the exam will be available for their review appointment.

## Course Policies

Carefully read the following important policies that apply to taking a course through [LSU Online & Continuing Education Professional Development](#). For a complete list of our program policies, visit our [Policies page](#).



## Engagement and Participation

Please check into your Moodle course frequently to keep track of your work. An online course requires you, the student, to be in control of your learning. In a face-to-face (F2F) course, instructors can play a much bigger role in actively directing your learning, since they see you two or three times a week. In an online course, it takes a lot more work in designing an appropriate learning environment, so that you can learn at your own pace. Since you are in control, you need to be disciplined enough to complete assignments on a regular basis and stay up to date with the course.

Timely communication is an e-learning best practice. Check your email and the News and Announcements Forum on the course front page regularly to make sure you do not miss any communications from your instructor.

## Academic Integrity

### Academic Misconduct

Students in Online Distance Learning (ODL) courses must comply with the LSU Code of Student Conduct. Suspected violations of the academic integrity policy may be referred to [LSU Student Advocacy & Accountability \(SAA\)](#), a unit of the Dean of Students. If found responsible of a violation, you will then be subject to whatever penalty SAA determines and will forfeit all course tuition and fees. ODL reserves the right to deny enrollment to any applicant or to discontinue the enrollment of any student who is in violation of the ODL academic integrity policy.

To read more, please visit our [policies page](#).

### Plagiarism and Citation Method

Students are responsible for completing and submitting their own course work and preparing their own modules. All work submitted in the course modules must be the student's own work unless outside work is appropriate to the assignment; all outside material must be properly acknowledged. It is your responsibility to refrain from plagiarizing the academic property of another and to utilize appropriate citation method for all coursework.

### Unauthorized Assistance

Unauthorized collaboration constitutes plagiarism. Collaborative efforts that extend beyond the limits approved by the instructor are violations of the academic integrity policy. Students who study together are expected to prepare and write their own individual work for submission and grading.

### Examinations

LSU has very strict regulations regarding the administration of exams that must be carefully followed by proctors and students. Examinations must represent the enrolled student's own work and must be completed under the supervision of the proctor without the assistance of books, notes, devices, or other help, unless specified otherwise in the exam directions or as part of accommodations approved by Disability Services.

The student must pay for any cost involved in having an exam supervised.

If ODL has any question or concern about the administration of an exam, LSU reserves the right, at its sole discretion, to require a student to retake an examination. If asked to retake an exam, you will be notified within thirty days of the original examination. Grades will be awarded on the basis of the second exam only.

## Disability Accomodations

A learner with a disability is entitled by law to equal access to university programs. Two federal laws protect persons with disabilities in post-secondary education: the Rehabilitation Act of 1973 (Pub. L. No. 93-112, as amended), the 1990 Americans with Disabilities Act (Pub. L. No. 101-336) and the ADA Amendments Act (Pub. L. No.110-325). LSU A&M is committed to ensuring that its websites, online courses, and all online materials are accessible to people with disabilities.

Online Distance Learning (ODL) will make appropriate, reasonable accommodations for students with disabilities. Specific accommodations must be determined by LSU Disability Services or by the equivalent office at the student's own institution. Accommodations may be permitted for lesson assignments as well as for exams.

- If you are an LSU Student with a disability and need assistance to obtain or arrange reasonable accommodations, contact LSU Disability Services each time you enroll.
- If you are not an LSU student and have approved accommodations with your home institution, ODL will need official verification of those accommodations.
- If you are not an LSU student and not enrolled in another institution, you should contact LSU Disability Services for assistance.

If you have accessibility needs that we can help with, visit the [LSU Disability Services page](#) and register for accommodations before you begin your course work.

## Netiquette

Communication in the online classroom comes across differently than the communication we are accustomed to through academic writing and face-to-face classroom discussion. Use online etiquette guidelines like the ones listed in the document below to craft your communication.

You can also read [The Core Rules of Netiquette](#) by Virginia Shea (1994) to understand the human aspect of online communication.



### Online Etiquette Guide

It is important to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and your instructors. These guidelines for online behavior and interaction are known as netiquette.

#### SECURITY

Remember that your password is the only thing protecting you from pranks or more serious harm.

- Do not share your password with anyone
- Change your password if you think someone else might know it
- Always log out when you are finished using the system

#### GENERAL GUIDELINES

When communicating online, you should always:

- Treat your instructor and classmates with respect in email or any other form of communication
- Always use your professors' proper title: Dr. or Prof., or if in doubt use Mr. or Ms.
- Unless specifically invited, do not refer to your instructor by first name
- Use clear and concise language
- All college level communication should have correct spelling and grammar (this includes discussion boards)
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you"
- Use standard fonts such as Ariel, Calibri or Times new Roman and use a size 10 or 12 pt. font
- Avoid using the caps lock feature AS IT CAN BE INTERPRETTED AS YELLING.
- Avoid the use of emoticons like :) or ☺
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or sound offensive.
- Be careful with personal information (both yours and that of another)
- Do not send confidential information via e-mail

#### EMAIL ETIQUETTE

When you send an email to your instructor, teaching assistant, or classmates, you should:

- Use a descriptive subject line
- Be brief, but include necessary information
- Avoid attachments unless you are sure your recipients can open them
- Avoid HTML in favor of plain text
- Sign your message with your name and return e-mail address
- Think before you send the email to more than one person—does everyone really need to see your message?
- Be sure you REALLY want everyone to receive your response when choosing to "reply all"
- Be sure the message author intended for the information to be shared before choosing to "forward" the message

#### MESSAGE BOARD ETIQUETTE AND GUIDELINES

When posting on the Discussion Board in your online class, you should:

- Make posts that are on topic and within the scope of the course material
- Take your posts seriously and review and edit your posts before sending
- Be as brief as possible while still making a thorough comment
- Always give proper credit when referencing or quoting another source
- Be sure to read all messages in a thread before replying
- Do not repeat someone else's post without adding something of your own to it
- Avoid short, generic replies such as, "I agree"—you should include why you agree or add to the previous point
- Always be respectful of all opinions even when they differ from your own
- When you disagree with someone, express your differing opinion in a respectful and non-critical way
- Do not make personal or insulting remarks
- Be open-minded when reading other posts

You can [click here to download the PDF file.](#)

## Diversity Statement

Diversity is fundamental to LSU's mission and the University is committed to creating and maintaining a living and learning environment that embraces individual difference. Cultural inclusion is of highest priority. LSU recognizes that achieving national prominence depends on the human spirit, participation, and dedicated work of the entire university community. Through its Commitment to Community, LSU strives to create an inclusive, respectful, intellectually challenging climate that embraces individual difference in race, ethnicity, national origin, gender, sexual orientation, gender identity/expression, age, spirituality, socioeconomic status, disability, family status, experiences, opinions, and ideas. LSU proactively cultivates and sustains a campus environment that values open dialogue, cooperation, shared responsibility, mutual respect, and cultural competence—the driving forces that enrich and enhance cutting-edge research, first-rate teaching, and engaging community outreach activities.

## Extensions

An extension of enrollment is available. The extension extends the enrollment period two months for a fee of \$75. Only one extension is available per course enrollment. Requests for an extension must be received in our office prior to the expiration date to avoid being dropped from the course and receiving a "W" in the course.

**Guild students:** If you were registered for the course through the Guild program offered by your employer, you must complete and submit the [Guild Extension Request](#) form. Your extension will apply to all the courses in your MicroCred.

**All other students:** Complete and submit the regular [Extension Request](#) form.

## Transcript Information

After you have completed this course, your grade will be filed with the Office of the University Registrar. If a transcript is needed, it is your responsibility to make a request to the registrar. If you would like to order a transcript, visit the [Office of the University Registrar Transcript Requests](#) page to view your options.