



MKTG 4885: AI Essentials for Business

Prof. Sunil Hazari

Classroom Policy for AI Tools

This course is about the essentials of AI, so using AI language models, such as ChatGPT and Google Gemini, is permitted to complete course assignments. However, specific guidelines should be followed for each assignment to ensure academic integrity and ethical conduct.

Any use of ChatGPT to generate original works or complete assignments must be clearly cited and acknowledged, as failure to do so could constitute plagiarism. While the use of Generative AI tools is encouraged for brainstorming and generating ideas, students should not rely solely on this technology to complete their assignments, as doing so undermines the course's learning objectives. AI output should be supported with additional research sources such as Google Scholar and UWG Galileo databases. Additionally, students must uphold ethical standards by refraining from using Generative AI to engage in academic dishonesty or other unethical behavior. Any violations of these guidelines will be subject to the academic and disciplinary policies in the UWG Honor Code.

The following link has information on how to cite Generative AI material:

<https://apastyle.apa.org/blog/how-to-cite-chatgpt>