Econ 101: Principles of Microeconomics  
Spring 2011  
Prof. John Schroeter  
Section 3 (MWF 1:10 – 2:00 p.m., Curtiss 127)  
Section 4 (MWF 2:10 – 3:00 p.m., Curtiss 127)  

Fast Facts:  

- Instructor contact information:  
  E-mail: johns@iastate.edu  
  Office: 273 Heady Hall, 294-5876  
  Hours: MWF 10:00 – 11:00 a.m., and by appointment. (“Drop-ins” welcome too.)  

- Course webpage:  Start at the department webpage: http://www.econ.iastate.edu/.  
  On the right-hand-side, under “Current Class Schedule,” click on “Undergraduate Classes.” Then click on the “Course Homepage” link for section 3 or 4 of Econ 101. (It’s the same webpage for both sections.)  

  Note that I am not using WebCT.  

  (See the course webpage for the hours of TAs assigned to our section.)  

  Makeup exam: Friday, April 29 (during regular class period)  
  Final exam:  
    Section 3 (MWF 1): Wednesday, May 4, 2:15 – 4:15 p.m. (tentative schedule)  
    Section 4 (MWF 2): Thursday, May 5, noon – 2:00 p.m. (tentative schedule)  

- Exam procedures: All exams, including the makeup and final, will be held in Curtiss 127.  
  All exam questions will be multiple-choice. Bring a No. 2 pencil and a calculator.  
  (You will not be allowed to use a cell phone calculator.)  

  Bring your ISU Card to all exams!  

- Due dates for homework and projects: Announced in class and posted to the webpage.  

- Project submission: All projects must be submitted at the Econ Help Room during the designated times. No project write-ups will be accepted in lecture or at my office. No e-mail submissions will be accepted.  

- Student ID numbers: For exams, projects, and your Aplia registration, provide the following five digits of your student ID: 000000 0000XXXXX 00  

- Questions about grades: All administrative questions about grades on exams, homework, and projects will be handled by the Head TA. (See “TAs for Sections 3 and 4” below)  

- Announcements: Check the webpage regularly for announcements – especially if you miss a lecture.
Course overview:

Economics is often described as the study of how society manages its scarce resources including natural resources, human labor, environmental amenities, and capital; that is, human-made tools of production like machines, computers, and factories. In countries with market economies (almost all countries, these days), decisions made by millions of households and firms determine how these resources are used to produce goods and services, and how the output is distributed. Individual decision-makers do not act in isolation, however. Instead, their actions are coordinated by the market mechanism. This course, in particular, is an introduction to microeconomics; a branch of economics that is concerned with how “people” (individuals, households, business firms, government agencies, etc.) make resource allocation decisions and how the market works to reconcile all of their decisions.

Understanding how decisions are made and how the market works is interesting in its own right, but the economist’s primary goal is to use that understanding as a tool to analyze government policy. In other words, economists are not primarily concerned with helping people make smarter economic decisions. (We leave that to the experts in the College of Business.) Instead, economists focus on government economic policies and try to predict their effect on markets and assess the impact they will have on the welfare of society, as a whole, or on the welfare of various specific interest groups.

What are the objectives of Econ 101, in particular? To some extent, it depends on the student. Some of you will continue your study of economics beyond (maybe far beyond!) this course. For you, Econ 101 will provide an important foundation for every other economics course you will take. Some of you will begin and end your formal study of economics with Econ 101. For you, the goal is to introduce some concepts and some simple analytical tools that will help you make sense of the contemporary economic policy issues we all read and hear about in the news. Needless to say, having some understanding of economic policy issues is an important prerequisite of responsible citizenship in our democracy.

Unfortunately, the needs of economics majors, on the one hand, and more casual students of economics, on the other, are not entirely compatible. But I will try to offer a mix of economic theory and practical applications that will make the course useful to both groups.

Textbook and Aplia:

The required text for this course is:


Every student is also required to register for Aplia, a web-based resource of learning tools and homework problem sets. Some of the course’s required assignments will be Aplia-based. You will not be able to get credit for these assignments unless you register for Aplia. Registration procedures are described in the handout entitled “How to access your Aplia course”
that appears as the last page of this syllabus. In what follows below, I’ve spelled out the registration options in more detail. **Read this material carefully!** I will also discuss the options on the first day of class.

1. **Register for Aplia NOW – BUT DO NOT PAY THE FEE YET.** Follow the procedure described in the “How to access . . .” instructions on the last page of this syllabus. The Cengage-Aplia website (http://login.cengagebrain.com/) will ask you to provide a “course key” that appears in those instructions. You should also be prepared to enter your section number – 3 (MWF 1) or 4 (MWF 2) – and the 5 digits marked with an “X” in your student ID number on your ISU Card: 000000 0000XXXXX 00.

2. Even if you don’t pay the fee right away, your Aplia registration will give you immediate access to the Aplia assignments and to the first four chapters of “Aplia Text,” an interactive, online version of the required textbook. You will be able to use these materials for free until 11:59 p.m. on Sunday, January 30, 2011. If you decide before then to drop the course, you need not pay any fee.

3. If you decide to continue in the course, **and if you find that the online version of the text meets your needs**, you have two options:

   Option I: You can pay the $90.00 Aplia registration fee online with a credit card. The Cengage-Aplia website provides details.

   Option II: You can purchase an Aplia Access Card from the bookstore. The Access Card contains a “payment code” that can be entered on the Cengage-Aplia website as a means of payment for your registration. The bookstore’s price for this option is $90.60. (In the bookstore, you will find a shelf label for this option in the Econ 101 section, but the Access Cards themselves are actually kept at the check-out counter. Note that the shelf label contains a mistake: There is no such thing as a “used” Access Card available at a reduced price.)

4. If you decide to continue in the course, **but you would like to have a physical (“hard copy”) textbook**, you have two options:

   Option III: You can buy a package from the bookstore that includes a physical copy of the Mankiw text and an Aplia Access Card with a payment code that you can use (as in Option II above) to pay for your Aplia registration online. The bookstore’s price for this option is $184.30. (Note that the bookstore’s shelf label contains a mistake: There is no such thing as a “used” text/Access Card package available at a reduced price.)

   Option IV: You can purchase your Aplia registration through the website using a credit card or Aplia Access Card as described in Options I or II above. Then you can buy a hard copy of the Mankiw text by either of two methods:
a. You can purchase a new copy of the text, by mail order, directly from Aplia for an additional $54.00 plus $7.50 for shipping and handling. The Cengage-Aplia website tells you how to place your textbook order.

b. Used copies of the text (without the Access Card) are available from the bookstore for $133.20. (One of the other Econ 101 instructors has made this option available for her students, but you could buy one of the used books too.)

Regardless of the option chosen, you must pay the Aplia registration fee before 11:59 p.m. on Sunday, January 30, 2011 in order to insure access to the entire online text, and to all of the Aplia assignments for the whole semester.

It is important to emphasize that if you are considering dropping this course during the first three weeks you should not make any payment to Aplia until you are sure you plan to continue. You will need to pay the fee online with a credit card or payment code before the end of the grace period to continue using the site. Once you pay the fee, it cannot be refunded. If you transfer to another instructor’s Econ 101 section that also uses Aplia, you will not get credit for a registration fee paid for my course.

How will this course be organized?

The organization of the course will be essentially the same as the organization of the required text: We’ll proceed through Mankiw’s chapters in numerical order covering chapters 1 through 15, 17, and 18. The course webpage will include a link giving a schedule of reading assignments – but it should be pretty obvious from lectures when you’ll need to read the next chapter in order to stay current. Lectures will frequently include material not covered in the book. Needless to say, students will be held responsible for that material too.

My lecture presentations will be in PowerPoint. Because I will make some changes in the presentations I used the last time I taught this course, I do not have a packet of PowerPoint slides available for distribution at this time. They will be posted to the webpage, however, in a series of installments over the course of the semester. I will stay a little bit ahead of lecture in the preparation of my slides, so you should be able to review them at least a day or two before they’re presented in class. Keep in mind that the slides are intended to be outlines ONLY, not complete lecture notes. I suggest that you print your own copy of the slides, three to a page, before each lecture. Bring them to class and use the extra space to add your own notes during lecture.

Exams:

There will be four mid-semester exams and one final exam. All exams will be multiple-choice: 30 questions (points) for each of the mid-semester exams and 50 questions (points) on the final. Dates for the mid-semester exams are Wednesday, February 2; Wednesday, February 23; Wednesday, March 23; and Wednesday, April 13. If the University cancels class on one of these exam days (because of a weather emergency, for example), the exam will be automatically
rescheduled for the following class period. Note that this applies only if classes are canceled during our class period. (Sometimes the University cancels classes in the morning only.) The chapters to be covered on each exam will be announced in class one week prior to the test. The final exam will be comprehensive. The dates and times for the final exam are:

Section 3 (MWF 1): Wednesday, May 4, 2:15 – 4:15 p.m.
Section 4 (MWF 2): Thursday, May 5, noon – 2:00 p.m.

Note that the University describes the S11 final exam schedule as “tentative” at this point. But there are not likely to be changes to the schedule listed above.

All exams will be held in Curtiss 127. Bring a No. 2 pencil and a calculator. All wireless communicators (cell phones, Blackberry-like devices, laptop or tablet PCs, etc.) must remain in pockets, purses, or book bags during exams. In particular, you will not be permitted to use your cell phone as a calculator. You will be required to show your ISU Card (or other photo ID) at all exams.

You will be permitted to drop the lowest score of your four mid-semester exams. There will be no individual make-up exams. If you can anticipate an excusable absence on an exam day (due to a personal or family crisis, field trip, job interview, athletic team trip, etc.), contact me to see if we can make arrangements for you to take the exam early. For those who unexpectedly miss an exam (due to illness or some other emergency), a make-up exam will be offered on Friday, April 29, during the regular class period. Because this exam will have to serve as a make-up for students who missed any one of the four mid-semester exams, it will be comprehensive. Note that the make-up exam will only be available to students who miss an exam. If you take all four mid-semester exams you will not be permitted to take the make-up in an effort to improve your scores.

Sample exams:

Copies of the exams I gave in several previous offerings of Econ 101 will be available on the class webpage. I think that these can be a very useful study resource, and I strongly encourage everyone to take advantage of them.

Projects:

There will be three required “projects” consisting of problems and short essay questions. Each of the three projects will have a separate due date to be announced later. Projects must be submitted at the Econ Help Room – not in lecture or at my office. Projects must be submitted in “hard copy.” (See “Guidelines for the preparation of projects” below.) Electronic submissions of computer files will not be accepted. Each Project will be worth 12 points. Papers will be eligible for full credit if they are submitted before the Help Room’s closing time on the announced due date. Late papers turned in by closing time on the following weekday will receive a two point deduction. A four point deduction will apply to papers submitted two days late, and so on. No papers will be accepted more than 5 weekdays late. (For example: Suppose
that one of the assignments has a due date of Friday, February 11. Papers submitted to the Help Room by 4:00 p.m. on the 11th would be considered “on time.” Late papers turned in by 5:00 p.m. on Monday, February 14 would get a two point deduction. Late papers turned in by 5:00 p.m. on Tuesday, February 15 would get a four point deduction, and so on. No papers would be accepted after 4:00 p.m. on Friday, February 18.)

Neither your projects nor your exams will be returned to you. Exam and project grades, exam answer keys, and project solution outlines will be posted to the webpage, however. If you have a question about the grading of an exam or project, you can contact the Head TA. (See “TAs for Sections 3 and 4” below.) He or she will arrange to meet with you to review the grading of your paper. Project grade questions must be raised promptly, however. **No revisions to a recorded project grade will be considered more than two weeks after grades are posted.**

The TAs will be dealing with well over 300 submissions from both sections combined for each project, so it is almost inevitable that a paper will be misplaced every now and then. I strongly encourage you to retain a photocopy, or computer file copy, of every project you submit in case your paper is lost.

**Guidelines for the preparation of projects:**

I don’t object to students working together on projects. Each student must submit his or her own paper, however, and the final write-ups of projects must be done independently. (This means that you may not work with a friend to prepare a single write-up on the computer, and then print and submit two copies, one for each of you.) There is a difference between “working together” and flagrant copying. Instances of the latter are usually pretty easy to detect and will be penalized. Also keep in mind that the best help on projects usually comes from me, or the TAs, or the Econ Help Room staffers – not from classmates. The following information should appear at the top of each project you submit:

Your name.
The following five digits from your ISU Card number: 000000 0000XXXXX 00
My name (“Schroeter”), the course (“Econ 101”) and section number (Section 3 or 4).
Project number (1, 2, or 3)

In general, projects should be neatly done. Typed assignments are appreciated but not required: Neatly handwritten papers are fine. Pages must be stapled (not “dog-eared”) together. Please use paper that is approximately 8.5” x 11” in size (standard notebook size). Beyond that, any kind of paper is acceptable except pages torn from a spiral notebook.

Most or all of the assignments will require some graphing. All graphs should be neatly drawn using a straightedge (not free-hand) and sufficiently big (probably at least one half of a page per graph). Computer-generated graphs are appreciated, but not required. Graph paper may come in handy but is not required. The axes of graphs should be labeled with the names or symbols of the variables plotted on each axis and with some indication of the scale. (Does 1 inch
represent 10 widgets per month? . . . 100 widgets per month? . . . etc.) Sometimes, when I use Excel (or other similar software) to generate a graph, I have trouble getting the graph to appear exactly as I would like. If you have similar difficulties with graphing software, it’s much better to do a carefully hand-drawn correct graph than a fancy but not-quite-correct computer-generated graph.

Most or all of the assignments will also require a little algebra. Show enough intermediate steps in algebraic derivations so that the grader can easily follow your logic. Be sure to provide units for all numerical answers. (For example, “5.8” is never an acceptable answer. Is it “5.8 $/lb.”? . . . or “5.8 lbs./month”? . . . etc.)

**Your graphs and numerical answers must be accompanied by explanations of your work.** Overall, your solution method should be sufficiently well explained so that someone familiar with the principles of microeconomics but unfamiliar with the specific assignment could, nonetheless, understand your solution. Your work should include periodic, brief written statements of what you’re doing and why. Needless to say, these verbal “road maps” should be in complete sentences employing correct grammar, word usage, spelling, and punctuation.

Points will be deducted if assignments do not meet these guidelines. In particular, assignments that give all of the correct numerical answers but are not sufficiently well explained will receive a significant deduction. Furthermore, neatness counts. There will be a penalty if the work isn’t neatly done, if multiple pages are not stapled together, or if the assignment is submitted on paper having a ragged edge because it was torn from a spiral notebook.

The webpage contains a “Sample project and solution.” I provide this as a model for you to use in the preparation of your own projects. In particular, the sample project solution should give you a good idea of what I expect in terms of explanation of your answers.

**Aplia web-based homework assignments:**

There will be a series of required Aplia-based homework assignments, probably about 8 or 9 in all. These will be submitted on-line, with due dates to be announced later.

(Note: To avoid confusion, let’s all agree to stick with the terminology I’ve introduced above; referring to the Aplia assignments as “homework” and to the conventional assignments as “projects.”)

When you register for my course on Aplia, you’ll find two assignments under “Current Assignments” for the week of January 10th – Aplia’s “Week 1”:

“Introduction to Using Aplia Assignments”
“Math and Graphing Assessment with Tutorials”

I’ve assigned both of these in “practice mode,” so they will not count toward your grade. Nonetheless, I strongly encourage you to work through both of these assignments during
the first week of classes.

“Introduction to Using Aplia Assignments” has three objectives. First, it explains the way in which Aplia asks and grades questions. It explains the difference between “practice mode” and “graded mode.” In the case of “graded mode,” it explains that there are two types of graded questions: “graded at deadline” and “grade it now.” You don’t need to worry about the “graded at deadline” option; all of the graded assignments I give will have “grade it now” questions only. I’ll leave it to you to get all of the details of the “grade it now” feature from the introduction. In brief, “grade it now” questions permit you to learn immediately whether your answer to the question is right or wrong. If your first answer is wrong, you have the option of trying again, up to two more times, with different versions of basically the same question. In the end, the grade recorded for the question will be the average of your scores on your one, two, or three attempts with different versions.

The second objective is to give you a chance to become familiar with Aplia’s interactive graphing tools. Several of Aplia’s homework questions will include graphs that you will have to manipulate using these tools. This introductory homework gives you the chance to practice with the tools before you will need them on graded assignments.

The third objective is to introduce you to the features of “Aplia Text,” the interactive online version of the required Mankiw text to which you will have access with your Aplia registration.

The “Math and Graphing Assessment and Tutorials” assignment reviews the math and graphing skills that you will need for the Aplia assignments, the projects, and the exams. Some of you will already be very comfortable with all of these math skills. Others may need a little review. In any case, it is a good idea to carefully work through this assignment—either to confirm that your quantitative skills are “good to go,” or to get a chance to “brush up” if necessary.

Later there will be graded Aplia assignments that will count toward your semester grade. Each will have a firm due date—usually at 11:45 p.m. on Sunday. Once the due date for a particular homework has passed, you will not be able to make further changes to work that you saved but haven’t graded, and you will not be able to attempt additional versions of questions you missed. Any saved but ungraded work will be graded. If you opted to try another version of a particular question but then never actually entered an answer, that version will get a score of zero at the deadline and will be averaged with the scores of completed versions of the question. In other words, it is very important that Aplia homework assignments be completed by the deadline. The software does not care whether you have a valid excuse for missing the deadline. These assignments will be posted at least a week in advance. Do them early to avoid the possibility that a last-minute emergency will prevent you from completing the homework by the due date.

You will be permitted to drop the lowest two of your Aplia homework scores. (The point of this rule is to provide two “free passes” in the event that unforeseen circumstances do prevent
you from completing a homework assignment on time.) The percentage scores on the remaining homework assignments will be averaged. This average percentage, applied to 44 possible total points, will give your overall Aplia homework score. For example, suppose there are 8 Aplia homework assignments. After dropping the lowest two percentage scores, your remaining percentage scores are 60%, 50%, 100%, 100%, 80% and 90%, for an average of 80%. Your overall score on Aplia homework assignments will be 35 points (80% of 44, rounded to the nearest whole number). Note: In doing this calculation, I will carry all of the decimal places, rounding only at the end. (Sometimes you get a slightly different answer if you round at intermediate stages too.)

**How will semester grades be determined?**

Your total points will be calculated as the sum of the three highest in-class exam scores (30 points possible on each) plus the final exam score (50 points possible) plus your scores on the three projects (12 points possible on each) plus your overall Aplia homework score (44 points possible). The maximum possible point total is 220. Semester letter grades will be determined on the basis of your point total using the brackets listed below.

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<tr>
<th>Total point range</th>
<th>Semester grade</th>
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<tr>
<td>195-220</td>
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<tr>
<td>187-194</td>
<td>A-</td>
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<td>179-186</td>
<td>B+</td>
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<td>164-178</td>
<td>B</td>
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<td>156-163</td>
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<td>125-132</td>
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**TAs for Sections 3 and 4:**

No later than January 21st (and hopefully earlier than that), a link will be added to the class webpage with the names, photographs, office hours, and contact information of the TAs for our sections. One TA will be designated as “Head TA” for both sections. The Head TA will handle all of your questions about the grading of projects, homework, and exams. If such a question arises, contact the Head TA first. (You can either show up for his or her scheduled office hours or, if that’s not convenient, send an e-mail to ask for an appointment at another time.) The Head TA will review the project, homework, or exam with you and explain the reasons for your grade. If a grade dispute remains unresolved after your meeting with the Head TA, the matter will be referred to me.
The other TAs, those not designated “Head TA,” will do the actual grading of projects and will be available during their office hours to give you hints on the preparation of projects; to help you with Aplia assignments; or to answer questions on sample exams, lecture, or textbook material.

**Econ Help Room:**

The Econ Help Room is located in 180 Heady Hall (294-0839) and its tentative schedule of open hours for the Spring semester is 9:00 a.m. until 5:00 p.m. on Monday, Tuesday, Wednesday, and Thursday; and 9:00 a.m. until 4:00 p.m. on Friday. The Help Room will be closed on weekends, MLK Day, and during Spring break. **You will all need to become familiar with the Help Room’s location and hours because it is the only place where project submissions will be accepted.** The TAs for our sections will most likely hold their regularly scheduled office hours in the Help Room. (Any other locations for TA office hours will be noted on the class webpage’s “TA information” link.) During hours when our TAs are not available, the Help Room will be staffed by TAs from other sections of Econ 101 or other economics courses. They too will be available to answer your questions about the material in our course. Keep in mind, however, that a TA who is primarily responsible for another instructor’s section may be relatively unfamiliar with our projects, homework, and exams, or with some of the lecture material for which you will be responsible. For this reason, you may occasionally find that a Help Room staffer is unable to answer your question as efficiently as you would like. Please be patient. Also remember that Help Room staff will only give hints to help you through difficulties with projects and homework problems. They will not solve the problems for you.

**Course webpage:**

**Note that I am not using WebCT.** The course webpage can be reached by starting at the homepage for the Department of Economics (http://www.econ.iastate.edu/). On the right-hand-side, under “Current Class Schedule,” click on “Undergraduate Classes.” Then click on the “Course Homepage” link for section 3 or 4 of Econ 101. (It’s the same webpage for both sections.) The webpage will contain a number of things including the following:

- A copy of this syllabus (in case you lose yours).
- An “Announcements” link. (Check it regularly – especially if you miss a lecture.)
- Sample exams from my past offerings of the course.
- Sample project with solution.
- A list of required reading assignments, homework, and projects with due dates.
- TA information (available by January 21st).
- A link to the Aplia website, where you will be able to access the online version of the text and the online homework assignments.
- Exam and project grades. (All grades will be posted by the following five digits of your student ID: 000000 0000XXXXX 00.)
- Exam answer keys and project solution outlines.
- Lecture presentations in PowerPoint (Added to the webpage periodically throughout the semester – hopefully, at least a day or two prior to lecture.)
I want to emphasize that this is a lecture-based course, not a web-based course. The webpage will provide a convenient means to access certain kinds of class-related information, but it is not a substitute for attending lectures and will not be a source of notes. (The PowerPoint lecture presentations are really just “outlines,” not “notes.” You will want to take your own lecture notes, perhaps in the margins of a printed copy of the PowerPoint slides.)

Classroom etiquette:

My rules about classroom behavior all stem from one simple principle: I want to keep to a minimum any distractions to other students or to me. Please be aware that your conduct can affect others in ways that might surprise you. Students seated several rows from the front are often shocked when I politely inform them that I (and lots of others) can hear almost every word of their “quiet” conversations with their neighbors. Please turn off cell phones before coming to lecture. I understand that there are many legitimate reasons for occasionally arriving late to class or leaving early. So late arrivals and early departures are not a problem, when necessary. But please make a good faith effort to arrive on time and to remain throughout the entire period if possible. If you arrive late, or if you know you will have to leave early, please choose a seat on an aisle near the back of the room. Please do not start preparing to leave class (closing notebooks, loading book bags, putting on coats, etc.) before lecture has actually ended. A very small amount of noise created by each of 200+ students can add up to a major distraction. Finally, one important reminder: Questions are always welcome during lecture!

Special needs and special accommodations:

Please meet with me to discuss any special needs or special accommodations. Do this as soon as possible, ideally within the first week of the semester. Those seeking accommodations based on disabilities should obtain a Student Academic Accommodation Request (SAAR) form from the Student Disability Resources office (http://www.dso.iastate.edu/dr/about/) of the Academic Success Center, 1076 Student Services Building, 294-7220. I will not be able to provide any accommodations retroactively.

Odds and ends:

Needless to say, I am available outside of class to answer your questions about course material. (As explained above, however, all questions about grades should go first to the Head TA.) My office hours are noted among the “Fast Facts” on page 1 of this syllabus and I am frequently available to help students at other times too. You are welcome to stop by at any time to see if I am free, or to send an e-mail (johns@iastate.edu) to request an appointment. I hope that you will understand if I have to cancel office hours occasionally. If this becomes necessary, I will announce it in advance.

E-mail is often a very good way to correspond with me. My address is johns@iastate.edu. E-mail is probably best for quick questions about schedules and policies, and to set up an office appointment if you can’t make my regular office hour. Detailed questions about projects, Aplia homework assignments, problems on the sample exams, or lecture material
are probably best handled with a visit to my office, however.

The Chairman for the Department of Economics is Professor GianCarlo Moschini. If you wish to visit with him about a course-related matter you should make an appointment by contacting his appointment secretary, Donna Otto, in 266 Heady Hall at 294-6740.

Class attendance is not required although I hope that all of you will attend on a regular basis. Needless to say, students will be held responsible for all material presented and for all informational announcements made during lecture. When you miss a lecture, I recommend that you first obtain copies of the PowerPoint presentations from the webpage, then get notes from a classmate if possible, and then come to see me for any clarification that may be needed.

Any student who encounters difficulties with course material will be expected to seek help outside of the normal class period from me, the TAs, or the Economics Help Room staff. Students who experience unusual difficulties sometimes benefit from the services of tutors. These arrangements can be made through the University’s Academic Success Center, 1076 Student Services Building, 294-6624, tutorsrv@iastate.edu, http://www.dso.iastate.edu/asc/tutoring.
How to access your Aplia course

Econ 101 Principles of Microeconomics

**Instructor:** John Schroeter  
**Start Date:** 01/10/2011  
**Course Key:** BMTA-HNA5-T9U8

**Registration**

Aplia is part of CengageBrain, which allows you to sign in to a single site to access your Cengage materials and courses.

2. **If you already have an account, sign in.** From your Dashboard, enter your course key (BMTA-HNA5-T9U8) in the box provided, and click the **Register** button.  
   **If you don't have an account**, click the **Create a New Account** button, and enter your course key when prompted: **BMTA-HNA5-T9U8**. Continue to follow the on-screen instructions.

**Payment**

**Online:** Purchase access to your course (including the digital textbook) from the CengageBrain website for US$90.00.

**Bookstore:** Purchase access to Aplia from your bookstore. Check with the bookstore to find out what they offer for your course.

After paying, you will have the option to purchase a physical book from the Aplia website at a discounted price. If you choose to pay later, you can use Aplia without paying until 11:59 PM on 01/30/2011.