



TEXAS A&M  
UNIVERSITY  
CENTRAL TEXAS

# MKTG 4388 PROBLEM: MARKETING STRATEGY (*ONLINE*)

Fall 2023

Texas A&M University-Central Texas

## 1. COURSE DATES, MODALITY, AND DESCRIPTION

*August 28, 2023 - December 15, 2023*

Marketing Strategy focuses on understanding how to develop a strategic marketing plan by implementing methodological tools to achieve sustainable competitive advantages. This course allows students to administer practical approaches, including case studies and a marketing plan project. This capstone course for marketing majors immerses students in theory and incorporates practices imperative to all marketing elements, equipping them with the skills and techniques needed to excel in their summer internships and beyond. It is designed to fortify students aspiring to launch their marketing, general management, or consulting careers, including those who intend to switch fields or pioneer their own businesses after accumulating a few years of experience working with a marketing-oriented company.

Prerequisites: [MKTG 3301](#), [MKTG 3316](#), and [MKTG 3320](#) or instructor approval.

## 2. INSTRUCTOR AND CONTACT INFORMATION

Course Instructor	Sunme Lee, PhD., Assistant Professor of Marketing
Office Location	Founders Hall, #217
Phone	254-501-5944 (Melanie Mason, Administrative Assistant)
Email Address	If you have any questions or concerns, please send an e-mail to <a href="mailto:sunme.lee@tamuct.edu">sunme.lee@tamuct.edu</a> . E-mail is <u>the preferred method</u> of communication, but I will regularly check the Canvas Learn (Canvas) classroom for Canvas Inbox.
Office Hours & Instructor Interaction	If you have any questions about this course, we can set up an appointment for a virtual office hour through MS Teams. Email is the best way to reach out to me. You can also send Canvas Inbox or <u>e-mail (preferred)</u> anytime; I usually respond to questions within 24 hours on weekdays and 48 hours on weekends.

## **Emergency Warning System for Texas A&M University-Central Texas**

**SAFEZONE.** SafeZone provides a public safety application that gives you the ability to call for help with the push of a button. It also provides Texas A&M University-Central Texas the ability to communicate emergency information quickly via push notifications, email, and text messages. All students automatically receive email and text messages via their myCT accounts.

Downloading SafeZone allows access to push notifications and enables you to connect directly for help through the app.

You can download SafeZone from the app store and use your myCT credentials to log in. If you would like more information, you can visit the [SafeZone](http://www.safezoneapp.com) website [www.safezoneapp.com].

To register SafeZone on your phone, please follow these 3 easy steps:

1. Download the SafeZone App from your phone store using the link below:
  - [iPhone/iPad](https://apps.apple.com/app/safezone/id533054756): [https://apps.apple.com/app/safezone/id533054756]
  - [Android Phone / Tablet](https://play.google.com/store/apps/details?id=com.criticalarc.safezoneapp)  
[https://play.google.com/store/apps/details?id=com.criticalarc.safezoneapp]
2. Launch the app and enter your myCT email address (e.g. {name}@tamuct.edu)
3. Complete your profile and accept the terms of service

**For updates on COVID information**, please monitor the University [website](https://www.tamuct.edu/covid19/) [https://www.tamuct.edu/covid19/]

## **3. COURSE INFORMATION**

### **3.1. Course Overview and Description**

This course targets two primary objectives: PharmaSim Simulation familiarity and preparing for Professional Marketing Management Certifications. At the end of this course, students will have established a comprehensive understanding of essential concepts in devising, applying, and evaluating marketing strategies. Before accepting their promotion to manager in the “real world” after graduation, students will get to explore and play as a Brand Manager in a simulation game.

PharmaSim is a computer simulation focusing on marketing management within the over-the-counter (OTC) cold medicine industry. Students enter the simulation as Brand Interns and will be promoted to Assistant Brand Manager, eventually achieving a position as Brand Manager over the semester. They will experience governing diverse responsibility levels throughout the experience, practicing and applying fundamental theories and principles to familiarize themselves with the Brand Manager role. For example, some situations require product price adjustments to remain competitive, choosing the best keywords for digital marketing campaigns, creating a new message that resonates with a target audience, or launching a new brand to expand market reach.

In addition to analyzing market reports and making marketing mix decisions, students will also receive a specialized weekly decision topic designed to simulate real-life business situations and allow them to practice their decision-making skills. Reviewing market reports and discovering

insights for guiding marketing strategies is paramount in making informed decisions. Doing so aids in developing a comprehensive marketing plan that drives brand growth and meets customer needs.

The lecture materials will cover topics pertinent to Professional Marketing Management Certifications (PCM®: <https://www.ama.org/marketing-management-certification/>). A practice certification exam is integrated into this course to acquaint students with the exam and relative certifications.

### 3.2. Course Objectives and Goals

This course is designed to help students develop skills and demonstrate their ability to:

- Harness data for marketing decision-making.
- Incorporate and consider buyer behavior when making marketing decisions.
- Demonstrate awareness of interactions between marketing mix elements and the organization.
- Design a cohesive marketing plan.
- Convey concepts and ideas to colleagues and managers.
- Effectively analyze marketing issues.
- Engage in marketing discussions and express a “marketer” mindset.

### 3.3. Student Learning Outcomes

- Enhanced analytical skills such as reasoning, problem-solving, and decision-making.
- Refined independent and self-organized work styles.
- Improved written communication skills concerning high-impact practices.

### 3.4. Competency Goal Statements

Throughout the semester, students will experience and be responsible for making informed decisions related to the marketing mix predicated on market reports regarding the company, competitors, and consumers. This entails analyzing the 4 P’s of the marketing mix (Product, Price, Place, and Promotion) and making judgments to drive brand growth.

Solid writing skills are vital for business students. Students must communicate effectively with colleagues, employees, and supervisors to promote their ideas, products, or services. Some people believe writing is an innate talent. However, anyone can learn effective writing through practice and nurturing this skill through experience. Through these practices, students will acquire and wield logical and critical thinking in their persuasive writing.

### 3.5. Required Reading and Textbook(s)

**a. Marketing Management** (4th Edition). By Greg Marshall, Mark Johnston ISBN10: 1260381919 | ISBN13: 9781260381917 (**Textbook is OPTIONAL**) **Exam will be covered through lecture slides & videos.**

**b. PharmaSim, Interpretive Simulations.** Students will be contacted by Interpretive

Solutions (PharmaSim publisher) to establish access to the simulation site and payment process. This manual can be downloaded from the simulation website once registered through the company's webpage (<http://schools.interpretive.com/>). Students will receive an email from Interpretive Solutions with their registration details **BEFORE AUGUST 30<sup>th</sup>, 11:59 pm**. Registration includes a \$44.95 fee and a pdf of the simulation's manual. Please refer to the **Course Requirements** section for further details on PharmaSim.

**c. Videos & Readings.** Several videos will be posted on Canvas each week, addressing various topics. It is the student's responsibility to watch the videos, read the corresponding chapter(s) and articles, AND complete quizzes and assignments prior to the deadline.

These videos will be available through Canvas under every week module and named for the featured chapter. PowerPoint presentations will also be posted. Video links to supporting material will be provided in Canvas' modules section, and the associated chapter is specified with the link.

## **4. COURSE REQUIREMENTS**

A syllabus is an instructional and study planning document for faculty and students. Although every effort will be taken to complete the semester adhering to the syllabus, certain changes to facilitate the academic environment may become necessary. In such an event, changes will be announced through Canvas.

### **4.1. Intro Assignments (2%, 20 points total)**

#### **4.1.1. Syllabus Quiz (10 points)**

#### **4.1.2. Discussion Board (10 points)**

### **4.3. PharmSim Simulation Practice (26.5%: 265 points total)**

PharmaSim is an individualized experience (There is NO group project).

#### **READ THE CASE AND MANUAL...more than once.**

This individual element is for familiarization with the PharmaSim environment. Each student will make decisions over ten rounds, each representing a financial year for the brand they will manage. After the two trial rounds, the game will be reset, and students will make decisions for ten rounds. The primary deliverables are detailed below.

#### **4.3.1. PharmaSim registration before the due date (2 points)**

Interpretive Simulations will directly contact students with registration instructions for PharmaSim (i.e., go to the website, log in with your id/password, etc.). **DUE 9/8 at 11:59 pm.**

#### 4.3.2. Case Quiz (40 points)

Before starting the simulation, read the PharmaSim Case file in the student manual detailing markets and the industry's current situation. Understanding the market, customers, and competitors will aid in making better decisions. There will be a quiz to ensure the Case details have been read closely and are understood.

#### 4.3.3. Case Discussion (45 points)

Before the simulation begins, students will have a discussion relevant to the Case they just read to ensure they have read and understood the Case details before beginning the simulation.

#### 4.3.4. Practice 1 & 2 (8 points)

Students are given two trials before the real simulation begins to allow them to familiarize themselves with the simulation. PharmaSim records student activity. Remember that the simulation will be **“reset” to the beginning, erasing all decisions and results from the practice trials.** Students will **restart** from “Start (Yr 0)” for the actual simulation and will be graded for time spent and utilized.

#### 4.3.5. Decisions 1-10 (20 points)

Every week, you'll be responsible for making decisions regarding the assigned tasks. You'll receive 3 points for each week in which decisions are made, akin to an attendance check.

#### 4.4. Marketing Practice Assignments (26.5% 265 points total)

<b>Logo Development</b>	40 points
<b>Product Formulation</b>	50 points
<b>Promotion &amp; Buyer Behavior</b>	65 points
<b>Product Package Design</b>	50 points
<b>Advertising Development</b>	60 points

**Late submissions without a valid excuse will automatically carry a 50% penalty.**

#### 4.3.6. Advice to New Management Memo (15%: 150 points)

After finishing all the simulation, create a two-page memo outlining their success factors and the most important advice they would pass on to their successors. You should answer four questions. The format will be provided in Appendix A. Remember, concise and precise writing is key; students are encouraged to work with the Writing Center (See 7.7. Writing Center).

**Late submissions without a valid excuse will automatically carry a 50% penalty.**

#### 4.5. Decision Rationale Memo (20%: 200 points total)

Any business professional will agree that communication skills are vital to success in business because it is fundamentally about getting other people to do things. With the decision rationale memo, you can reflect on their past decisions and justify their decisions logically. This memo assignment will be short; no longer than one page. The reason is that, in the business world, audiences are busy and have limited time. Through this practice, students learn how to convey their thoughts accurately and succinctly while holding their readers' interest with their writing on a weekly basis as a real-world practice.

The format will be provided in Appendix A. Each week, I will provide some thoughts that you can think of. Based on those questions, you will write about decisions of the year and rationale. This will also help you to keep track your decision. This requires NO LONGER than 1 page. Remember, conciseness and priciness is the key for the wiring. I highly encourage you work with Writing Center (See **7.7. Writing Center**).

**Late submissions without a valid excuse will automatically carry a 50% penalty.**

#### **4.7. Career Development Practice (5%: 50 points)**

This assignment is designed to assist students in refining their professional profiles.

Please visit [Career and Professional Development](#). They provide the following services to students and alumni:

- Individual career planning and exploration
- Online career assessments
- Connect students and alumni with companies and recruiters
- Help find full-time and part-time jobs, work-study positions, and internships
- Résumé and cover letter critiques
- Practice for interviews
- Borrow an interview outfit through their Career Closet
- Free headshot photos
- Graduate school application assistance
- And much more!

Please go to the website and choose a service that is most relevant. Then, make an appointment with [HireWarriors](#) powered by Handshake.

Please follow these instructions: [GettingStarted-Handshake.pdf](#).

57Once the appointment and service have been fulfilled, the center will provide an email **confirming completion**, which can be screenshot and uploaded.

**This can be submitted anytime throughout the semester. Don't leave it until the last minute!**

#### **4.8. Exam (20%: 200 points)**

Students must complete 1 online exam for the semester:

## **Final Exam – December 12, 00:01 - 13, 11:59 pm**

The exam will consist of true/false and multiple-choice questions from 1) lecture notes, 2) after-lecture quizzes, and 3) videos & articles posted under modules. Once beginning the exam, it must complete it in the allotted time.

### **Exam Make-up Policy**

**Students are required to complete exams on the scheduled dates.** However, significant events (e.g., family loss, serious illness, or extenuating circumstances outside the student's control) may necessitate a make-up exam. Student requests for make-up exams must:

- (i) be communicated to the instructor via email **at least 2 hours before** the scheduled exam is due, and
- (ii) include a reason for the request (personal details should not be provided to protect student privacy).

In fairness to all students, if a make-up exam is given, the instructor reserves the right to give a different and potentially more challenging exam to eliminate the "perceived" additional time advantage.

## **5. Grading Policies and Plagiarism**

### **5.1. Grade Posting**

All grades are expected to be available in the Canvas Grade Book. Students should monitor their grades with this tool and report any issues or concerns immediately.

### **5.2. Grading Policies**

#### **Late Assignment Submissions**

All assignments must be submitted and uploaded through Canvas' assignment section by the due date. Late submissions carry a 50% penalty. Do not be late. The consequences are severe.

Occasionally, a student will miss a deadline due to a verifiable prolonged illness or emergency. Such students should meet with Dr. Lee to discuss the illness or emergency and to receive a make-up assignment. In such cases, the make-up assignment may differ from the class assignment.

#### **Plagiarism**

A student who submits a plagiarized assignment will receive a failing grade of "F" and a referral to Student Affairs.

## 6. COURSE OUTLINE AND CALENDAR

*Although every effort will be taken to complete the semester according to the course schedule, it may become necessary to make changes to better facilitate the academic environment.*

Week	Date	Topic	Simulation	Task
1	8/28	Course Overview and Expectations		<ul style="list-style-type: none"> <li>• Watch Welcome &amp; Orientation video</li> <li>• Syllabus Quiz</li> <li>• Self-introduction Discussion Board (All Due: 9/2 at 11:59 pm).</li> </ul>
2	9/4	Unit 1. Marketing Planning	Introduction to PharmaSim	<ul style="list-style-type: none"> <li>• Read PharmaSim Student Manual</li> <li>• Finish PharmaSim registration</li> <li>• Complete PharmaSim Case Quiz (All Due: 9/9 at 11:59 pm).</li> </ul>
3	9/11	Unit 2. 5C's Analysis & Competitive Strategy	PharmaSim Case	<ul style="list-style-type: none"> <li>• Read PharmaSim Student Manual of PharmaSim</li> <li>• Watch PharmaSim Intro video</li> <li>• Read the Case in Student Manual (Page 5 – 24)</li> <li>• Complete PharmaSim Case Discussion (All Due: 9/16 at 11:59 pm)</li> </ul>
4	9/18	Unit 3. Conscious Marketing, Corporate Social Responsibility, and Ethics	<ul style="list-style-type: none"> <li>• Practice 1(Yrs 0-1) &amp;2(Yrs 1-2) : Special Incidents Practice: Packaging; Quality Assurance</li> </ul>	<ul style="list-style-type: none"> <li>• Complete PharmaSim Practice 1 &amp; 2</li> <li>• Logo Design (All Due: 9/23 at 11:59 pm)</li> </ul>
5	9/25	Unit 5. Market Segmentation, Targeting, Positioning	<ul style="list-style-type: none"> <li>• Decision 1 (Yrs 0-1)</li> <li>• Special Incidents Practice 1: Packaging</li> </ul>	<ul style="list-style-type: none"> <li>• Complete PharmaSim Decision 1</li> <li>• Decision Rationale Memo 1 (All Due: 9/30 at 11:59 pm)</li> </ul>
6	10/2	Unit 4. Consumer Behavior & Decision Process	<ul style="list-style-type: none"> <li>• Decision 2 (Yrs 1-2)</li> <li>• Special Incident 2: Quality Assurance</li> </ul>	<ul style="list-style-type: none"> <li>• Complete PharmaSim Decision 2</li> <li>• Decision Rationale Memo 2</li> <li>• Promotion &amp; Buyer Behavior (All Due: 10/7 at 11:59 pm)</li> </ul>
7	10/9	Unit 6. Product Strategy & New Product Development	<ul style="list-style-type: none"> <li>• Decision 3 (Yrs 2-3)</li> <li>• Special Incident 3: Cannibalization</li> </ul>	<ul style="list-style-type: none"> <li>• Complete Decision 3</li> <li>• Decision Rationale Memo 3</li> <li>• Product Formulation (All Due: 10/14 at 11:59 pm)</li> </ul>
8	10/16	Unit 8. Digital Marketing	<ul style="list-style-type: none"> <li>• Decision 4 (Yrs 3-4)</li> <li>• Special Incident 4:</li> </ul>	<ul style="list-style-type: none"> <li>• Complete PharmaSim Year 4</li> <li>• Decision Rationale Memo 4</li> </ul>



			Social Media Problem	(All Due: 10/21 at 11:59 pm)
9	10/23	Unit 9. Manage Pricing Decisions Unit 10. Channel Management	<ul style="list-style-type: none"> <li>Decision 5 (Yrs 4-5)</li> <li>Special Incident 5: Detailing Changes</li> </ul>	<ul style="list-style-type: none"> <li>Complete Decision 5</li> <li>Decision Rationale Memo 5 (All Due: 10/28 at 11:59 pm)</li> </ul>
10	10/30	Unit 11. Build the Brand	<ul style="list-style-type: none"> <li>Decision 6 (Yrs 5-6)</li> <li>Special Incident 6: Creative Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Complete Decision 6</li> <li>Decision Rationale Memo 6</li> <li>Product Package Design (All Due: 11/4 at 11:59 pm)</li> </ul>
11	11/6	Unit 12. Portfolio Analysis & Additional Pricing Topics	<ul style="list-style-type: none"> <li>Decision 7 (Yrs 7-8)</li> <li>Special Incident 7: Price Discrimination</li> </ul>	<ul style="list-style-type: none"> <li>Complete Decision 7</li> <li>Decision Rationale Memo 7 (All Due: 11/11 at 11:59 pm)</li> </ul>
12	11/13	Unit 13. Promotion Essentials	<ul style="list-style-type: none"> <li>Decision 8 (Yrs 8-9)</li> <li>Special Incident 8: Product Tampering</li> </ul>	<ul style="list-style-type: none"> <li>Complete Decision 8</li> <li>Decision Rationale Memo 8 (All Due: 11/18 at 11:59 pm)</li> </ul>
13	11/20	Unit 14. Personal Selling	<ul style="list-style-type: none"> <li>Decision 9 (Yrs 8-9)</li> <li>Special Incident 9: Sales Force Management</li> </ul>	<ul style="list-style-type: none"> <li>Complete Decision 9</li> <li>Decision Rationale Memo 9</li> <li>Advertising Development (All Due: 11/25 at 11:59 pm)</li> </ul>
14	11/27	Guideline for Advice to New Management Memo	<ul style="list-style-type: none"> <li>Decision 10 (Yrs 9-10)</li> </ul>	<ul style="list-style-type: none"> <li>Complete Decision 10</li> <li>Decision Rationale Memo 10</li> <li>Submit Career Development Practice (All Due: 12/2 at 11:59 pm)</li> </ul>
15	12/4	Final Exam Review		<ul style="list-style-type: none"> <li>Advice to New Management Memo (All Due: 12/9 at 11:59 pm)</li> </ul>
16	12/11	Final Exam		<ul style="list-style-type: none"> <li>Final Exam (All Due: 12/12-13 at 11:59 pm)</li> </ul>

○ **Important University Dates**

Check important university dates from the current Academic Calendar here:

<https://www.tamuct.edu/registrar/academic-calendar.html>

## **7. TECHNOLOGY REQUIREMENTS AND SUPPORT**

### **Technology Requirements**

This course will use the A&M-Central Texas Instructure Canvas learning management system. We strongly recommend the latest versions of Chrome, Firefox, Edge, or Safari browsers. Canvas will run on Windows, Mac, Linux, iOS, android, or any other device with a modern web browser. **Canvas no longer supports any version of Internet Explorer.**

Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com/>] or access Canvas through the TAMUCT Online link in myCT [<https://tamuct.onecampus.com/>] by clicking on the “TAMUCT Online Canvas” tile. You will then log in through our Microsoft portal.

Username: Your MyCT email address. Password: Your MyCT password

### **Canvas Support**

Use the Canvas Help tab, located at the bottom of the left-hand menu, for issues with Canvas. You can search the support articles or use the Email, Call, or Chat buttons at the bottom of the support pop-up to contact the Canvas Help Desk.

For issues related to course content and requirements, contact your instructor.

### **Online Proctored Testing**

A&M-Central Texas uses Proctorio for online identity verification and proctored testing. This service is provided at no direct cost to students. If the course requires identity verification or proctored testing, the technology requirements are: Any computer meeting the minimum computing requirements, plus web camera, speaker, and microphone (or headset). Proctorio requires use of the Chrome web browser with their custom plug in installed.

### **Other Technology Support**

For log-in problems, students should contact Help Desk Central, 24 hours a day, 7 days a week

Email: [helpdesk@tamu.edu](mailto:helpdesk@tamu.edu)

Phone: (254) 519-5466

[Web Chat](http://hdc.tamu.edu): [<http://hdc.tamu.edu>]

*Please let the support technician know you are an A&M-Central Texas student.*

## **8. UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES**

### **Academic Accommodations**

At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier-free education. The Warrior Center for Student Success, Equity and Inclusion is responsible for ensuring that students with a disability receive equal access to the university’s programs, services and activities. If you believe you have a disability requiring reasonable accommodations, please contact the Office of Access and Inclusion, WH-212; or call (254) 501-5836. Any information you provide is private and confidential and will be treated as such.

For more information, please visit our [Access & Inclusion](#) Canvas page (log-in required) [<https://tamuct.instructure.com/courses/717>]

## **Academic Integrity**

Texas A&M University-Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. All academic misconduct concerns will be referred to the Office of Student Conduct. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

For more [information regarding the student conduct process](https://www.tamuct.edu/student-affairs/student-conduct.html),  
[https://www.tamuct.edu/student-affairs/student-conduct.html].

If you know of potential honor violations by other students, you may [submit a referral](https://cm.maxient.com/reporting.php?TAMUCentralTexas),  
[https://cm.maxient.com/reporting.php?TAMUCentralTexas].

## **Drop Policy**

If you discover that you need to drop this class, you must complete the [Drop Request](#) Dynamic Form through Warrior Web.

[https://federation.ngwebsolutions.com/sp/startSSO.ping?PartnerIdId=https://eis-prod.ec.tamuct.edu:443/samlSso&SpSessionAuthnAdapterId=tamuctDF&TargetResource=https%3a%2f%2fdynamicforms.ngwebsolutions.com%2fSubmit%2fStart%2f53b8369e-0502-4f36-be43-f02a4202f612].

Faculty cannot drop students; this is always the responsibility of the student. The Records and Admissions Office will provide a deadline on the Academic Calendar for which the form must be completed. Once you submit the completed form to the Records and Admissions Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Records and Admissions Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

## **Pregnant and/or Parenting Students Rights and Accommodations**

A&M-Central Texas supports students who are pregnant, experiencing pregnancy-related conditions, and/or parenting. In accordance with requirements of [Title IX and related guidance from US Department of Education's Office of Civil Rights](#), the Associate Dean in the Division of Student Affairs, (254) 501-5909, can assist students who are pregnant, experiencing pregnancy-related conditions, and/or parenting by provide flexible and individualized reasonable accommodations. Students should seek out assistance as early in the pregnancy as possible through the [Pregnancy & Parenting webpage](#) [https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html]. For more information, please visit [Student Affairs](#) [https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html]. If you would like to read more about these [requirements and guidelines](#) online, please visit the website [http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf].

[Title IX of the Education Amendments Act of 1972](https://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.html) specifically prohibits discrimination against a student based on pregnancy, childbirth, false pregnancy, termination of pregnancy, or recovery from any of these conditions [<https://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.html>].

Students experiencing any form of discrimination due to any of these conditions are encouraged to reach out to the Title IX Coordinator, 254.519.5716, [titleix@tamuct.edu](mailto:titleix@tamuct.edu), Founders Hall 317B, or the Associate Dean of Student Affairs, 254.501.5909, Warrior Hall 105.

### **Title IX Rights and Reporting Responsibilities**

A&M-Central Texas is committed to creating a safe and open learning environment for all students. If you or another student has experienced any form of gender discrimination or sexual misconduct, including sexual harassment, sexual assault, dating/domestic violence, and/or sex-based stalking, help and support are available. Our university strongly encourages all members of our campus community to report incidents and seek support for gender discrimination and sexual misconduct through the Title IX Office. You may contact the Title IX Office at 254.519.5716, [titleix@tamuct.edu](mailto:titleix@tamuct.edu), Founders Hall 317B, or learn more by visiting the [Title IX webpage](https://www.tamuct.edu/compliance/titleix.html) [<https://www.tamuct.edu/compliance/titleix.html>].

Please be aware that that under [Title IX](https://policies.tamus.edu/08-01-01.pdf), [Texas Senate Bill 212](https://policies.tamus.edu/08-01-01.pdf), and [System Regulation 08.01.01](https://policies.tamus.edu/08-01-01.pdf), [<https://policies.tamus.edu/08-01-01.pdf>] all university employees are mandated reporters and are required to disclose information about suspected or alleged violations as listed above and defined in System Regulation 08.01.01. If the Title IX Office receives information about an incident, they will reach out to offer information about resources, rights, and procedural options as a member of the campus community. Although I have an obligation to report, you will, in most cases, control how your case will be handled. When working with the Title IX Office you will have access to resources and accommodations but also have the opportunity to express if you wish to move forward with an investigation. Our goal is to make sure you are aware of the options available to you as a student. Community members are not required to respond to this outreach.

If you or another student wishes to speak to a confidential employee who does not have this reporting responsibility, you can contact the [Student Wellness & Counseling Center](https://www.tamuct.edu/student-affairs/student-counseling.html), [<https://www.tamuct.edu/student-affairs/student-counseling.html>], 254.501.5955, or [swacc@tamuct.edu](mailto:swacc@tamuct.edu), located in Warrior Hall Room 207L or the Student Support Advocate, 254.501.5978 or [ssa@tamuct.edu](mailto:ssa@tamuct.edu), located in founder Hall Room 317D.

### **Tutoring and Success Coaching**

Tutoring and success coaching services are available to all A&M-Central Texas students, both virtually and in-person.

To schedule tutoring sessions or view tutor availability, please contact [Warriorcenter@tamuct.edu](mailto:Warriorcenter@tamuct.edu) or visit Warrior Hall, 111.

If you have questions about these or other academic support services or are interested in becoming a tutor, please contact the Warrior Center for Student Success, Equity and Inclusion at (254) 501-5836, email us at [WarriorCenter@tamuct.edu](mailto:WarriorCenter@tamuct.edu). You are welcome to visit the

Warrior Center at Warrior Hall, suite 212.

*Chat live with a remote tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive online tutoring support at no additional cost. This tool provides tutoring in over 40 subject areas except writing support. Access Tutor.com through Canvas.*

### **University Library & Archives**

The University Library & Archives provides many services in support of research across campus and at a distance. We offer over 350 electronic databases containing approximately 631,525 eBooks and 75,149 journals, in addition to the 97,443 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available 24 hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place virtually through WebEx, Microsoft Teams or in-person at the library. [Schedule an appointment here](https://tamuct.libcal.com/appointments) [https://tamuct.libcal.com/appointments]. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group workspaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](https://tamuct.libguides.com/index) [https://tamuct.libguides.com/index]

### **University Writing Center**

University Writing Center: For the summer semesters, all University Writing Center (UWC) tutoring services are entirely online. The hours of operation are from 10:00 a.m.-4:00 p.m. Monday through Thursday with additional hours Monday through Thursday nights from 6:00-9:00 p.m. The UWC is also offering hours from 12:00-3:00 p.m. on Saturdays.

Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading,

understanding proper citation practices, or just want a quiet place to work, the UWC is here to help!

Students may arrange a one-to-one session with a trained and experienced writing tutor by making an appointment via [WCOonline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu) if you have any questions about the UWC, need any assistance with scheduling, or would like to schedule a recurring appointment with your favorite tutor.

## **OTHER POLICY STATEMENTS**

### **A Note about Sexual Violence at A&M-Central Texas**

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at TAMUCT, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Student Wellness and Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the [Title IX webpage](https://www.tamuct.edu/compliance/titleix.html) [https://www.tamuct.edu/compliance/titleix.html].

### **Behavioral Intervention**

Texas A&M University-Central Texas cares about the safety, health, and well-being of its students, faculty, staff, and community. If you are aware of individuals for whom you have a concern, please make a referral to the Behavioral Intervention Team. Referring your concern shows you care. You can complete the [referral](https://cm.maxient.com/reporting.php?TAMUCentralTexas) online

[https://cm.maxient.com/reporting.php?TAMUCentralTexas].

Anonymous referrals are accepted. Please see the [Behavioral Intervention Team](https://www.tamuct.edu/bit) website for more information [https://www.tamuct.edu/bit]. If a person's behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5805.

## **9. Copyright Notice**

Students should assume that all course material is copyrighted by the respective author(s). Reproduction of course material is prohibited without consent by the author and/or course instructor. Violation of copyright is against the law and Texas A&M University-Central Texas' Code of Academic Honesty. All alleged violations will be reported to the Office of Student Conduct.

Copyright. 2023 by Sunme Lee at Texas A&M University-Central Texas, Sunme Lee,  
College of Business Administration; 1001 Leadership Place, Killeen, TX 76549; 254-501-  
5944 ; [sunme.lee@tamuct.edu](mailto:sunme.lee@tamuct.edu)