



TEXAS A&M
UNIVERSITY
CENTRAL TEXAS

MKTG 3301-120 MARKETING (BLENDED)

Spring 2023

Texas A&M University-Central Texas

1. COURSE DATES, MODALITY, AND DESCRIPTION

This course examines principles and concepts of marketing goods, services, and intangibles by profit and non-profit organizations in a free enterprise and global economy.

The purpose of this course is to introduce students to the theory and practice of marketing. The course focuses on basic marketing concepts, the role of marketing within the firm, and strategic problems facing marketing professionals in the global marketplace. As this is a survey course in marketing, a wide variety of marketing topics and principles will be covered.

This course is a **blended course**. All the course contents will be delivered in an online asynchronous manner through the use of TAMUCT Canvas Learning Management System [<https://tamuct.instructure.com/login/ldap>]. Students will access all course materials, assignments, exams, student-instructor/student-student communication, and resource links via the Canvas website.

In addition to the online instruction, this course will meet face-to-face on selected days. See 5. *COURSE OUTLINE AND CALENDAR* for the time, dates, and places that we meet face-to-face. However, these face-to-face meetings will be “review sessions” to supplement online instruction. The meetings will be available every Tuesday even week (e.g., Week 2, Week 4, Week 5, etc.). Students can come to these meetings for a better understanding of the online content. Attendance of these face-to-face meetings is not mandatory.

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 sunme.lee@tamuct.edu . E-mail is the preferred method 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:
 - o [iPhone/iPad](https://apps.apple.com/app/safezone/id533054756): [https://apps.apple.com/app/safezone/id533054756]
 - o [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

The purpose of this course is to introduce students to the theory and practice of marketing. The course focuses on basic marketing concepts, the role of marketing within the firm, and strategic

problems facing marketing professionals in the global marketplace. As this is a survey course in marketing, a broad variety of marketing topics and principles will be covered.

3.2 Course Objectives

By the end of the course, students should be able to understand and conduct:

- Marketing terminology, principles, foundations and to be able to apply basic marketing concepts and strategies
- Understand the importance of the research of consumer behavior in marketing and be familiar with consumer and organizational buying processes
- Discuss and learn the components of the marketing mix, product development, branding strategies, pricing strategies, and integrated marketing communication
- Comprehend the opportunities and challenges for marketing in a global context

In addition, the course is designed to create opportunity for students to:

- Enhance analytical skills such as reasoning, problem solving and decision making
- Enhance independent and self-organized work style
- Improve written communication skills

Program Specific Level Outcome (PSLO) Map for how BUS 3301 ties into programmatic assessment:

Course and Learning Activities	PSLO 1: Writing Ability: Demonstrate proficiency in written communications.	PSLO 2: Presentation Skills: Demonstrate proficiency in oral presentations.	PSLO 3: Exhibit cross-cultural competencies that will aid in communicating and working with people from different cultures	PSLO 4: Design and defend a reasoned resolution to an ethical challenge by applying ethical frameworks	PSLO 5: Demonstrate knowledge proficiency in the core business disciplines and integrate across multiple business disciplines	PSLO 6: Make decisions through business data analysis
BUSI 3301 Business Communications and Research	I	I	I			
MGMT 3301 Principles of Management	P		P	I	I	I
MKTG 3301 Marketing	I		P		I	
BUSI 3311/2305 Business Statistics						P
BUSI 3332/2301 Legal Environment of Business	P	P		P		
FIN 3301 Financial Management I					I/P	I/P
BUSI 4301 Business Ethics				P		
BUSI 4359 Business Strategy	R	R				
BUSI 4090 (COBA Exam)			R	R	R	R

3.3 Reading and Textbook(s)

M: Marketing (8th.). Grewal, Dhruv and Levy, Michael. McGraw-Hill (Textbook is OPTIONAL).

Videos & Readings. There will be several videos posted on Canvas each week for the various topics. It is your responsibility to have watched the videos, read the corresponding chapter(s), articles AND completed quizzes and assignments prior to the deadline.

The videos I create will be found on Canvas under every week module and they will be named for the chapter featured. PowerPoint presentations will be posted as well. Video links to supporting materials will be in the modules section of Canvas, and the associated chapter is noted with the link.

4. COURSE REQUIREMENTS

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

4.1. Weekly Quiz (22%)

There are a total of 14 quizzes during the semester. To encourage you to keep on schedule with the course, there will be quizzes for each lecture. Each quiz has 5 questions and at the end of session, all your points will be added in your total score. Once you begin your quiz, you must complete it in the time allotted. You will have TWO attempts to take each quiz. Within two attempts, the BEST score will be counted.

All quizzes will be **due on the Friday (11:59 pm) of each week**. Make-ups will not be granted without prior notice to Professor Lee.

4.3. Online Discussion (14%)

You will be asked to participate in a discussion board throughout the semester. These discussions may include real world marketing problems and case analyses. You should post your own discussions and response on your peers' comment. Your responses MUST be a minimum of three sentences. NO one word answer. Merit of the discussion and comments will be taken into consideration while grading discussion questions. All discussion board will be **due on the Friday (11:59 pm) of each week**. **Late submissions without any valid excuse will automatically carry a 50% penalty.**

4.4. Global Case Analysis Assignment (24%)

Student will write a case report on firm's global marketing practices, which highlights the value of cross-cultural competence and global vision. Additional details are in Appendix and the course website. **Late submissions without any valid excuse will automatically carry a 50% penalty.**

4.5. Exams (20 % * 2 = 40%)

Students must complete 2 online exams over the course of the semester. A mid-term and a final. The exam schedule is as follow:

Exam 1 - Mar 10, Friday, 12:01am – 11:59 pm (ONLINE)

Exam 2 - May 12, Friday, 12:01am – 11:59 pm (ONLINE)

All exams will be NONCUMULATIVE. The exam will consist of true/false and multiple-choice questions. Exam questions will be from 1) lecture notes, 2) after-lecture quizzes, and 3) videos & articles posted under the module. Once you begin your exam, you must complete it in the time allotted.

Exam Make-up Policy:

Students are required to take on the scheduled exam dates. However, significant events (e.g., family loss, serious illness, or extenuating circumstances outside the students' control) may trigger the need for a make-up exam. Student request for the make-up exams are to: (i) be provided to the instructor in advance of the scheduled exam via email **at least 2 hours before** the due time. and (ii) include a reason for the request (To provide the student's privacy, personal details should not be provided). In fairness to all student, 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" advantage of having additional time.

4.8. Grading Criteria Rubric and Conversion

Weekly Quiz	22%
Online Discussion	17%
Global Marketing Case Analysis	25%
Exam 1	18%
Exam 2	18%
Total	100%

Final letter grades will be based on the following scale:

A [100%, 90%), B [90%, 80%), C [80%, 70%), D [70%, 60%), F [0%, 60%)

4.9 Posting of Grades

All students grades are anticipated to be posted in the Canvas Grade book. Students should monitor their grades through this tool and report any issues or concerns immediately.

4.10. Grading Policies

Submission of Assignments – Late Submission

All assignments must be submitted uploaded in the assignment section on Canvas by the date when they are due. Late submissions carry a 50% penalty. Don't be late. The consequences are severe.

Occasionally, a student will miss a deadline because of a verifiable prolonged illness or emergency. Such a student 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 turned in a plagiarized assignment will receive a failing grade "F" and a referral to Student Affairs.

5. COURSE OUTLINE AND CALENDAR

Course materials will not be opened in advance.

Week 1 - Course Overview

Things to do	Points	Due Date	Location	Complete?
Watch Instructor Welcome & Orientation Video	-	-	-	
Read the syllabus	-	-	-	
Syllabus Quiz (Quiz 1)	15 pts	Jan 20, Friday, 11:59 pm	Assignment > Overview	Yes / No
Self-introduction (Discussion Board 1)	10 pts	Jan 20, Friday, 11:59 pm	Assignment > Overview	Yes / No

Week 2

Chpt. 1 - Overview of Marketing & Chapt. 2 - Developing Marketing Strategies and a Marketing Plan

Things to Do	Points	Due Date	Location	Complete?
Watch Chpt 1. Lecture Video & Materials	-	-	-	Yes / No
Watch Chpt 2. Lecture Video & Materials	-	-	-	Yes / No
Bi-weekly review meeting available	-	Jan 24, Tuesday 12:30 to 1:45 pm,	FH 304	Optional
Weekly Quiz 2	15 pts	Jan 27, Friday, 11:59 pm	Assignment > Quiz	Yes / No
Discussion Board 2	10 pts	Jan 27, Friday, 11:59 pm	Assignment > Discussion	Yes / No

Week 3

Chpt. 5 – Analyzing the Marketing Environment & Chpt 8. Global Marketing

Things to Do	Points	Due Date	Location	Complete?
Watch Chpt 5. Lecture Video & Materials	-	-	-	Yes / No
Watch Chpt 8. Lecture Video & Materials	-	-	-	Yes / No
Weekly Quiz 3	15 pts	Feb 3, Friday, 11:59pm	Assignment > Weekly Quiz	Yes / No
Discussion Board 3	10 pts	Feb 3, Friday, 11:59pm	Assignment > Discussion Board	Yes / No

Week 4

Chpt. 6 – Consumer Behavior & Chpt 7. Business-To-Business Marketing

Things to Do	Points	Due Date	Location	Complete?
Watch Chpt 5. Lecture Video & Materials	-	-	-	-
Watch Chpt 8. Lecture Video & Materials	-	-	-	-
Bi-weekly review meeting available	-	Feb 7, Tuesday 12:30 to 1:45 pm,	FH 304	Optional
Weekly Quiz 4	15 pts	Feb 10, Friday, 11:59 pm	Assignment > Weekly Quiz	Yes / No
Discussion Board 4	10 pts	Feb 10, Friday, 11:59 pm	Assignment > Discussion Board	Yes / No

Week 5

Chpt. 9 – Segmentation, Targeting, and Positioning & Chpt 10. Marketing Research

Things to Do	Points	Due Date	Location	Complete?
Watch Chpt 9. Lecture Video & Materials	-	-	-	-
Watch Chpt 10. Lecture Video & Materials	-	-	-	-
Weekly Quiz 5	15 pts	Feb 17, Friday, 11:59 pm	Assignment > Weekly Quiz	Yes / No
Discussion Board 5	10 pts	Feb 17, Friday, 11:59 pm	Assignment > Discussion Board	Yes / No

Week 6

Chpt. 11 -Product, Branding, and Packaging Decisions

Things to Do	Points	Due Date	Location	Complete?
Watch Chpt 9. Lecture Video & Materials	-	-	-	-
Bi-weekly review meeting available	-	Feb 21, Thursday 12:30 to 1:45 pm,	FH 304	Optional
Weekly Quiz 6	15 pts	Feb 24, Friday, 11:59 pm	Assignment > Weekly Quiz	Yes / No
Discussion Board 6	10 pts	Feb 24, Friday, 11:59 pm	Assignment > Discussion Board	Yes / No

Week 7

Chpt. 12 – Developing New Product& Chpt 13. Services: The Intangible Product

Things to Do	Points	Due Date	Location	Complete?
Watch Chpt 12. Lecture Video & Materials	-	-	-	-
Watch Chpt 13. Lecture Video & Materials	-	-	-	-
Weekly Quiz 7	15 pts	Mar 3, Friday, 11:59 pm	Assignment > Weekly Quiz	Yes / No
Discussion Board 7	10 pts	Mar 3, Friday, 11:59 pm	Assignment > Discussion Board	Yes / No

Week 8 – Exam 1

Things to Do	Points	Due Date	Location	Complete?
Review Exam Guide & Course Materials	-	-	-	Yes / No
Bi-weekly review meeting available	-	March 14, Tuesday 12:30 to 1:45 pm,	FH 304	Optional
Exam 1	200 pts	Mar 10, Friday, 12:01 am – 11:59pm	Assignment > Exam	Yes / No

Spring Break

Things to Do	Points	Due Date	Location	Complete?
-	-	-	-	-

Week 9

Chpt. 14 – Pricing Concepts and Capturing Value

Things to Do	Points	Due Date	Location	Complete?
Watch Chpt 14. Lecture Video & Materials	-	-	-	-
Watch Global Marketing Case Analysis Guide Video	-	-	-	-
Weekly Quiz 8	15 pts	Mar 24, Friday, 11:59 pm	Assignment > Weekly Quiz	Yes / No

Discussion Board 8	10 pts	Mar 24, Friday, 11: 59 pm	Assignment > Discussion Board	Yes / No
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Week 10

Chpt. 15 – Supply Chain and Channel Management

Things to Do	Points	Due Date	Location	Complete?
Watch Chpt 16. Lecture Video & Materials	-	-	-	-
Bi-weekly review meeting available	-	Mar 28 Tuesday 12:30 to 1:45 pm,	FH 304	Optional
Global Marketing Case Analysis	240 pts	Mar 31, Friday, 11:59 pm	Assignment > Global Marketing Case	Yes / No
Weekly Quiz 9	15 pts	Mar 31, Friday, 11:59 pm	Assignment > Weekly Quiz	Yes / No
Discussion Board 9	10 pts	Mar 31, Friday, 11:59 pm	Assignment > Discussion Board	Yes / No

Week 11

Chpt. 16 –Retailing and Omnichannel Marketing

Things to Do	Points	Due Date	Location	Complete?
Watch Chpt 16. Lecture Video & Materials	-	-	-	-
Global Marketing Case Analysis	240 pts	Apr 7, Friday, 11:59 pm	Assignment > Global Marketing Case	Yes / No
Weekly Quiz 10	15 pts	Apr 7, Friday, 11:59 pm	Assignment > Weekly Quiz	Yes / No
Discussion Board 10	10 pts	Apr 7, Friday, 11:59 pm	Assignment > Discussion Board	Yes / No

Week 12

Chpt. 17 – Integrated Marketing Communication & Chpt. 18 Advertising & Product Placement

Things to Do	Points	Due Date	Location	Complete?
Watch Chpt 17. Lecture Video & Materials	-	-	-	-
Bi-weekly review meeting available	-	Apr 11, Thursday 12:30 to 1:45 pm,	FH 304	Optional

Weekly Quiz 11	15 pts	Apr 14, Friday, 11:59 pm	Assignment > Weekly Quiz	Yes / No
Discussion Board 11	10 pts	Apr 14, Friday, 11:59 pm	Assignment > Discussion Board	Yes / No

Week 13

Chpt. 18 – Sales Promotion & Public Relations

Things to Do	Points	Due Date	Location	Complete?
Watch Chpt 18. Lecture Video & Materials	-	-	-	-
Weekly Quiz 12	15 pts	Apr 21, Friday, 11:59 pm	Assignment > Weekly Quiz	Yes / No
Discussion Board 12	10 pts	Apr 21, Friday, 11:59 pm	Assignment > Discussion Board	Yes / No

Week 14

Chpt 19. – Personal Selling and Sales Management

Things to Do	Points	Due Date	Location	Complete?
Watch Chpt 19. Lecture Video & Materials	-	-	-	-
Bi-weekly review meeting available	-	Apr 25, Thursday 12:30 to 1:45 pm,	FH 304	Optional
Weekly Quiz 13	15 pts	Apr 28, Friday, 11:59 pm	Assignment > Weekly Quiz	Yes / No
Discussion Board 13	10 pts	Apr 28, Friday, 11:59 pm	Assignment > Discussion Board	Yes / No

Week 15

Chpt. 3 –Digital Marketing: Online, Social, and Mobile

Things to Do	Points	Due Date	Location	Complete?
Watch 3. Lecture Video & Materials	-	-	-	-
Weekly Quiz 14	15 pts	May 5, Friday, 11:59 pm	Assignment > Weekly Quiz	Yes / No
Discussion Board 14	10 pts	May 5, Friday, 11:59 pm	Assignment > Discussion Board	Yes / No

Week 16 – Exam 2

Things to Do	Points	Due Date	Location	Complete?
Review Exam 2 Study Guide	-	-	-	-
Bi-weekly review meeting available	-	May 10, Tuesday 12:30 to 1:45 pm,	FH 304	Optional
Exam 2	200 pts	May 12, Friday, 12:01 am – 11:59pm	Assignment > Discussion Board	Yes / No

- **Important University Dates**

Check important university dates from the current Academic Calendar here:

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

6. TECHNOLOGY REQUIREMENTS AND SUPPORT

6.1. Technology Requirements

This course will use the A&M-Central Texas Instructure Canvas learning management system. **We strongly recommend the latest versions of Chrome or Firefox browsers. 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/>]. You will log in through our Microsoft portal.

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

6.2. Canvas Support

Use the Canvas Help link, located at the bottom of the left-hand menu, for issues with Canvas. You can select “Chat with Canvas Support,” submit a support request through “Report a Problem,” or call the Canvas support line: 1-844-757-0953.

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

6.3. 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 also requires the Chrome web browser with their custom plug in.

6.4. 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
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.

7. UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

7.1. 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](https://tamuct.instructure.com/courses/717) Canvas page (log-in required) [<https://tamuct.instructure.com/courses/717>]

7.2. 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/reportingform.php?TAMUCentralTexas&layout_id=0), [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0].

7.3. 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/samlso&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 Registrar's Office will provide a deadline on the Academic Calendar for which the form must be completed. Once you submit the completed form to the Registrar's 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 Registrar's 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.

7.4. Important information for Pregnant and/or Parenting Students

Texas A&M University-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 Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit [Student Affairs](https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html) [https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf) 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 prohibits discrimination on the basis of sex and gender—including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.

7.5. Tutoring

Tutoring is available to all A&M-Central Texas students, both virtually and in-person. Student success coaching is available online upon request.

If you have a question, are interested in becoming a tutor, or in need of success coaching contact the Warrior Center for Student Success, Equity and Inclusion at (254) 501-5836, visit the Warrior Center at 212 Warrior Hall, or by emailing WarriorCenter@tamuct.edu.

To schedule tutoring sessions and view tutor availability, please visit [Tutor Matching Services](https://tutormatchingservice.com/TAMUCT) [https://tutormatchingservice.com/TAMUCT] or visit the Tutoring Center in 111 Warrior Hall.

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.

7.6. 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 work spaces, 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]

7.7. University Writing Center

University Writing Center: Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University–Central Texas (A&M–Central Texas) is a free service open to all A&M–Central Texas students. The hours of operation are from 10:00 a.m.-5:00 p.m. Monday thru Thursday in Warrior Hall 416 (with online tutoring available every hour as well) with satellite hours available online only Monday thru Thursday from 6:00-9:00 p.m. and Saturday 12:00-3:00 p.m.

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 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.

8. OTHER POLICY STATEMENTS

8.1. 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].

8.2. 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/reportingform.php?TAMUCentralTexas&layout_id=2) online

[https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2].

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.

8.3. Copyright Notice

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