



TEXAS A&M  
UNIVERSITY  
CENTRAL TEXAS

# MKTG 4316 MARKETING STRATEGY (*ONLINE*)

Spring 2023

Texas A&M University-Central Texas

## 1. COURSE DATES, MODALITY, AND DESCRIPTION

Marketing Strategy is learning how to formulate and implement a strategic marketing plan to try to achieve a sustainable competitive advantage. This course uses practical approaches, including case studies and a marketing plan project. Prerequisites: [MKTG 3301](#), [MKTG 3316](#), and [MKTG 3320](#) or permission of the instructor.

This course is a capstone course for marketing majors, which immerses students in the theory and corporate practices relevant to all marketing elements in a strategic marketing framework, thereby preparing them to excel in their summer internships. It is designed for students seeking to start their careers in marketing, general management, or consulting. This includes students who want to switch fields and/or start their own businesses after a few years of working for a marketing-oriented company.

This course is a **100% online course** utilizing the 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.

## 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 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 e-mail (preferred) 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**

This course should increase your understanding of important issues in planning, implementing and evaluating marketing strategies. Through the use of a computer simulation, you will apply basic theories and principles to familiarize yourself with the role of the brand manager.

### **3.2 Course Objectives**

This class is designed for you to further develop skills in AND demonstrate your ability to:

- Utilize data to aid in marketing decision making.
- Incorporate buyer behavior into marketing decisions.
- Demonstrate understanding of the interaction between elements of the marketing mix and the organization.
- Create a cohesive marketing plan.
- Present concepts and ideas to colleagues and managers.
- Work effectively in analyzing marketing issues.

- Engage in discussion about marketing, and demonstrate ability to think “like a marketer”.

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 on high impact practice

Strong writing skills are essential for business students. You will have to communicate effectively with colleagues, employees, and supervisors and to sell their ideas, products, or services. Some people believe writing is an innate talent. However, I believe anyone can learn effective writing through practice and nurture this skill through experience. Through these practices, you will develop their logical and critical thinking in persuasive writing.

### 3.3 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 by lecture slides & videos**).

**b. Pharma Sim, Interpretive simulations.** You will be contacted by interpretive (Pharma Sim publisher) to access the simulation site and payment. This manual can be downloaded from the simulation website (<http://schools.interpretive.com/>) once you register yourself on the Company’s webpage. **Before January end (1/31 Monday at 11:59 pm)**, you will get an email from the company with registration details. The registration requires a fee of \$44.95. The fees will include a pdf version of the manual for the simulation. Please see **4.Course Requirements** section for further details on Pharma Sim.

**c. 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. Pharm Sim Simulation (25%: Total 250 points)

Before seeing the Brand Managers at the jobs during the company visits, you will get a chance to play the role of a Brand Manager in a simulation game. PharmaSim is a computer simulation that focuses on brand management in the over-the-counter (OTC) cold medicine industry. Your PharmaSim experience will be an individual portion (There's NO group project in this class).

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

The individual portion is to help you to familiarize with the PharmaSim environment. Each individual will make decisions for 10 rounds of PharmaSim. Each round in PharmaSim represents a financial year for the brand that you will be managing. After the individual rounds, the game will be reset, and each team will collectively make decisions for 5 rounds. The major deliverables are described below.

**a. Register the course within due date (5 points)**

Pharm Sim Company will contact students directly with registration instructions (i.e. go to the website, log in with your id/password, etc.), **due 1/31 at 11:59 pm.**

**b. Case Quiz (40 points)**

Before starting the simulation, read the PharmSim case first for a market and the industry's current situation. A thorough understanding of the market, customers, and competitors will help them make better decisions

After reading Case in the student manual, before simulation begins, you will have a case quiz to help you to understand the details in the case, ensuring that you have read it closely and help to be ready to begin the simulation.

**c. Case Discussion (45 points)**

After reading Case in the student manual, before simulation begins, you will have a case quiz to help you to understand the details in the case, ensuring that you have read it closely and help to be ready to begin the simulation.

**d. Practice 1 & 2 (10 points)**

You will have two trials to play the game before get into real simulation game. This will give you an opportunity to familiarize yourself with the simulation. Your activity is recorded by Pharma Sim. You will be graded for your time spent and utilization of this time.

**e. Submission of Decisions of the Years (3 points x 10 years = 30 points)**

You will have two trials to play the game before get into real simulation game. This will give you an opportunity to familiarize yourself with the simulation. Your activity is recorded by Pharma Sim. You will be graded for your time spent and utilization of this time.

**f. Rank after 10 decisions (120 points)**

Your simulation results grade will come from the below measures in the weighing as indicated. Your score will be determined by your ranking.

1 -3 rank = 140 pts	4 – 6 rank = 137 pts	7 – 9 rank = 134 pts	10 – 12 rank = 131 pts
13 – 15 rank = 128 pts	16 – 19 rank = 125 pts	20 – 23 rank = 122 pts	24 – 27 rank = 119 pts

**4.3. Decision Rationale Memo (20%)**

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 pinciness is the key for the wiring. I highly encourage you work with Writing Center (*See 7.7. Writing Center*). The main purpose of this assignment is practice. As far as you meet the requirements in Appendix A, this should be a low-hanging-fruit.

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

**4.4. Advice to New Management Memo (15%)**

After finishing all the simulation, create a **NO longer than two-page memo** outlining their success factors and the most important advice they would pass on to their successors. You should answer four questions.

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

**4.5. Exam (28%)**

Students must complete 1 online exam over the course of the semester. The exam schedule is as follow:

**Final Exam - May 10, Wednesday, 12:01 am – 11:59pm**

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 int 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.

**4.6. Career Development Practice (TBD)**

After graduation, you will find a new job or consider a new job. To be more successful in your job maket, you can take this opportunity to improve your Résumé and cover letter feedback (tentaviely). This will be collaboration with Career and Professional Development Center. It is still under discussion and I will update to you as soon as possible once I finalize with them.

**4.8. Grading Criteria Rubric and Conversion**

Phrama Simulation	25%
Decision Rationale Memo	20%
Advice to New Management Memo	15%
Career Development Practice	7%
Exam (1 exam in the 16 <sup>th</sup> week)	28%
Self-introduction Discussion Board	2%
Syllabus Quiz	3%
<b>Total</b>	<b>100%</b>

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

*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	1/23	Course Overview and Expectations	Introduction to Pharma Sim	<ul style="list-style-type: none"> <li>• Watch Welcome &amp; Orientation video</li> <li>• Read Pharma Sim Student Manual of Pharma Sim</li> <li>• Self-introduction video</li> <li>• Discussion video</li> </ul>
2	1/30	Chapter 3 Marketing Strategy , Planning, and Competition & Pricing Decisions (5C Analaycis)	Pharma Sim Case	<ul style="list-style-type: none"> <li>• Finish PharmaSim registration (Due: 1/31 at 11:59 pm).</li> <li>• Read PharmaSim Student Manual of Pharma Sim</li> <li>• Watch PharmaSim Intro video</li> <li>• Read the Case in Student Manual (Page 5 – 24)</li> <li>• Complete PharmaSim Case &amp; Case Quiz (Due: Feb 3 at 11:59 pm).</li> </ul>
3	2/6	Chapter 2. Ethics &Pricing Decision Aids	Practice 1&2: 1. Pricing Decisions Practice 2. (special Incidents Practice): Packaging	<ul style="list-style-type: none"> <li>• Complete PharmaSim Discussion</li> <li>• Complete Pharma Sim Practice 1 &amp; 2 (Both Due: 2/11 at 11:59 pm)</li> </ul>
4	2/13	Chapter 6 . Consumer Behavior & Chapter 7. STP	Year Start (Special Incident: Quality Assurance)	<ul style="list-style-type: none"> <li>• Complete PharmaSim Year Start</li> <li>• Decision Rationale Memo1 (Both Due: 2/18 at 11:59 pm)</li> </ul>
5	2/20	Chapter 8. Product Strategy & New Product Development) & Chapter 9. Build the Brand	Year 1 (Special Incident: Cannibalization)	<ul style="list-style-type: none"> <li>• Complete Pharma Sim Year 1</li> <li>• Decision Rationale Memo2 (Both Due: 2/25 at 11:59 pm)</li> </ul>
6	2/27	Chapter 13. Digital Marketing	Year 2 (Special Incident: Social Media Problem)	<ul style="list-style-type: none"> <li>• Complete Pharma Sim Year 2</li> <li>• Decision Rationale Memo3 (Both Due: 3/4 at 11:59 pm)</li> </ul>
7	3/6	Chapter 12. Manage Marketing Channels, Logistics, and Supply Chain & B2B Marketing	Year 3 (Special Incident: Detailing Changes)	<ul style="list-style-type: none"> <li>• Complete Pharma Sim Year 3</li> <li>• Decision Rationale Memo 4 (Both Due: 3/11 at 11:59 pm)</li> </ul>
8	3/13	Chapter 14. Promotion Essentials	Year 4 (Special Incident: Creative Marketing)	<ul style="list-style-type: none"> <li>• Complete Pharma Sim Year 4</li> <li>• Decision Rationale Memo 5 (Both Due: 3/18 at 11:59 pm)</li> </ul>

		Spring Break		
	3/20			
9	3/27	Chapter 11. Manage Pricing Decisions	Year 5 (Special Incident: Price Discrimination)	<ul style="list-style-type: none"> <li>Complete Pharma Sim Year 5</li> <li>Decision Rationale Memo 6 (Both Due: 4/1 at 11:59 pm)</li> </ul>
10	4/3	Chapter 14. Public Relations	Year 6 (Special Incident: Product Tampering)	<ul style="list-style-type: none"> <li>Complete Pharma Sim Year 6</li> <li>Decision Rationale Memo 7 (Both Due: 4/8 at 11:59 pm)</li> </ul>
11	4/10	Chapter 14 & Chapter 15. Promotions	Year 7 (Special Incident: Sales Force Management)	<ul style="list-style-type: none"> <li>Complete Pharma Sim Year 7</li> <li>Decision Rationale Memo 8 (Both Due: 4/15 at 11:59 pm)</li> </ul>
12	4/17	Simulation Review	Year 8 & 9	<ul style="list-style-type: none"> <li>Complete Pharma Sim Year 8 &amp; 9</li> <li>Decision Rationale Memo 9 (Both Due: 4/22 at 11:59 pm)</li> </ul>
13	4/24	Guideline for Advice to New Management Memo		<ul style="list-style-type: none"> <li>Advice to New Management Memo (Both Due: 4/29 at 11:59 pm)</li> </ul>
14	5/1	Career Development Practice		<ul style="list-style-type: none"> <li>Submit Career Development Practice (Due: 5/8 at 11:59 pm)</li> </ul>
15	5/8	Final Exam Review		
16	5/15	Final Exam		<ul style="list-style-type: none"> <li>May 10, Wednesday, 11pm</li> </ul>

o **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](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.*

## **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](#) 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>].

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](mailto: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 [WOnline](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.

## **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](#) online

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

Anonymous referrals are accepted. Please see the [Behavioral Intervention Team](#) 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**

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

Appendix A.

### **Business Memo Format Example:**

To: *Name of Person* and *Title in Organization* (In our case, Dr.Lee)

From: *Your Name* Date: *Month, Day, Year*

Subject: *Be very specific*

*(NOTE: There is no salutation greeting in a memo, as there is in a letter or email.)*

**I propose that** we lease a van to serve as a mobile bookstore. We could use this van to generate sales in the outlying towns and villages throughout the state where our retail stores are not penetrating. *(Direct and brief introduction which sums up the point of the memo succinctly.)*

#### **Rational for Van** *(informative heading.)*

Many small towns around the state do not have adequate bookstore facilities, but we would not be able to open a comprehensive branch and operate it profitably with our budget constraints. However, we could afford to stock a van with books for a few days at a time in various small towns throughout the state. The state law would permit us to acquire a statewide business license fairly easily and inexpensively. (Provides brief, but full, background and feasibility information to the reader.)

#### **Action Request**

The driver of the van would act as the salesperson, and we would have copies of our complete catalog so that mail orders could be taken as well. Please let me know your thoughts about this proposal. *(Clear closing that asks for specific action.)*

#### **REQUIREMENT:**

1<sup>st</sup> paragraph: Briefly summarize 1<sup>st</sup> and 2<sup>nd</sup> paragraph.

2<sup>nd</sup> paragraph: Explain the rational based on the data you have.

3<sup>rd</sup> paragraph: Reveal your decision for the given year.

*Use the above exampl as the template for this assignment.*