



Principles of Marketing-22847

MRKG-1311

RT 2021 Section 4562 3 Credits 08/23/2021 to 12/12/2021 Modified 08/20/2021

Course Meetings

Course Modality:

Online Anytime (WW)

Traditional online course without scheduled meetings

Meeting Days

ALL ONLINE CLASS

Meeting Location

NO PHYSICAL MEETINGS

Welcome and Instructor Information

WELCOME

Students taking Distance courses must complete assignments and tests at their own computers and communicate with their professor by electronic mail and other provided web-based technologies.

Students must complete assignments, tests, and all other coursework just as they would in an on campus class. Any HCC student may enroll in distance courses provided they have met the prerequisites for that course. However, distance education courses may not be appropriate for everyone. Distance courses are courses are independent study courses and requires additional self-discipline, motivation, and exceptional time management skills.

Being employed over 18 years in three FORTUNE 500 companies plus teaching at HCC over 25 years, the learning experience within this course will offer practical and business knowledge applications. My style of teaching reinforces independent learning and responsible behavior similarly that's required in the business working environment, so constant reminders about assignments that are due will not be given; however, due dates for course work and changes will be posted on course's email account via Canvas from your professor.

I will attempt to narrow your virtual learning experience through emails.

SEND EMAIL MESSAGES ON CANVAS THROUGH EAGLE ONLINE ONLY AND NOT STUDENT'S PERSONAL EMAIL ACCOUNTS.

I strongly suggest printing out course information that's posted inside the class in Canvas and not on the orientation page i.e. class calendar, assignments, and testing schedule. . The listing of specific assignments, tests, and projects will be listed on Canvas home page.

ALL UPDATES CONCERNING COURSE WORK WILL BE POSTED ON YOUR HCC'S ONLINE EMAIL ACCOUNT AND NOT YOUR PERSONAL EMAIL ACCOUNT I.E. YAHOO, GMAIL.

IT WILL BE MANDATORY THAT STUDENTS LOG INTO YOUR HCC'S CANVAS EMAIL ACCOUNTS EVERY TUESDAY AND THURSDAY FOR WEEKLY NOTICES FROM YOUR PROFESSOR.

KNOWLEDGE IS POWER

YOU HAVE TO LEARN IT BEFORE EARNING IT!!!

Professor KE Overton

Associate Professor: Karen Overton

Email: karen.overton@hccs.edu

Office: Stafford Campus

Phone: 713 718-5453

What's Exciting About This Course

This course is exciting because students will be able to practice their reading comprehension, time management and critical thinking skills plus ability to work in laissez faire leadership style. I do not send reminders concerning due dates for assignments. Therefore, besides learning about Marketing, you will experience self discovery of your learning style within higher education institution.

Preferred Method of Contact:

Contact this professor through Canvas Email. Students are required to login into their Canvas Email accounts TWICE a week, TUESDAY AND THURSDAY after 5:00pm for breaking news about the course or any changes. Upon logging in, if there is not text, there's no news to share from your professor. However, students should get in the habit of logging into the course on TUESDAY AND THURSDAY for the entire semester.

Emails from professor sent by students will be answered on Tuesday and Thursday. Your professor will acknowledge receiving ALL emails and will response.

As a gesture of mutual respect, if your issue has been resolved after emailing your professor, it would be appreciated that students send a reply their issue has been resolved.

Professor Overton

Office Hours

Online Office Hours

Thursday, 4:00 PM to 6:00 PM, Online via WEBEX

- Thursday, 4:00 PM to 6:00 PM, By appointment only online

Students are required to request all conference meetings with professor one week in advance and confirmation will be sent back by the professor.

This only applies to requested virtual meetings based on the issue. Students are asked to send their concerns via email initially because some issues can be addressed through emails.

Associate Professor: Karen Overton

Email: karen.overton@hccs.edu

Office: Stafford

Office Hours

Course Overview

Course Description

MRKG 1311 is an introduction to the marketing functions: identification of consumer and organizational needs; explanation of economic, psychological, sociological, and global issues; and description and analysis of the importance of marketing research.

Requisites

MRKG 1302 requires placement into GUST 0342 in reading, ENGL 0300 or 0347 in writing and MATH 0306 in math. If you have enrolled in this course having satisfied these prerequisites, you have a higher chance of success than students who have not done so. Please carefully read and consider the repeater policy in the [HCCS Student Handbook](#).

Department Website

<https://www.hccs.edu/programs/areas-of-study/business/marketing--marketing-management/>
(<https://www.hccs.edu/programs/areas-of-study/business/marketing--marketing-management/>)

Student Learning Outcomes and Objectives

Course Overview

MRKG 1311 is an introduction to the marketing functions: identification of consumer and organizational needs; explanation of economic, psychological, sociological, and global issues; and description and analysis of the importance of marketing research.

Secretary's Commission Addressing Necessary Skills (SCANS)

The Secretary's Commission on Achieving Necessary Skills (SCANS) was appointed by the U.S. Secretary of Labor to determine the skills that U. S. employers want most in entry-level employees. The commission identified seven skills, (motivation to learn, basic skills, communication, teamwork, critical thinking, career development and leadership). These workplace competencies and foundation skills have been designed into this course and into the curriculum for each program of study.

Program Student Learning Outcomes (PSLOs)

Can be found at:

<https://www.hccs.edu/programs/areas-of-study/business/marketing--marketing-management/>

Course Student Learning Outcomes (CSLOs)

Upon completion of MRKG 1311, the student will be able to:

1. Outline a marketing plan.
2. Identify the marketing mix components in relation to market segmentation.
3. Explain the environmental factors which influence consumer and organizational decision-making processes.
4. Identify the elements of the communication process between buyers and sellers in business.
5. Utilize marketing research techniques to implement competitive marketing decisions.

Learning Objectives

Learning Objectives for each CSLO can be found at [HCC Learning Web for Marketing](#)

Departmental Practices and Procedures

Instructor and Student Responsibilities

As your Instructor, it is my responsibility to:

- Provide the grading scale and detailed grading formula explaining how student grades are to be derived
- Facilitate an effective learning environment through learner-centered instructional techniques
- Provide a description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness, and making up assignments
- Provide the course outline and class calendar that will include a description of any special projects or assignments
- Arrange to meet with individual students before and after class as required

As a student, it is your responsibility to:

- Attend class in person and/or online
- Participate actively by reviewing course material, interacting with classmates, and responding promptly in your communication with me
- Read and comprehend the textbook
- Complete the required assignments and exams
- Ask for help when there is a question or problem
- Keep copies of all paperwork, including this syllabus, handouts, and all assignments
- Attain a raw score of at least 50% on the final exam
- Be aware of and comply with academic honesty policies in the [HCCS Student Handbook](#)

Student Success

Expect to spend at least twice as many hours per week outside of class as you do in class studying the course content. Additional time will be required for written assignments. The assignments provided will help you use your study hours wisely. Successful completion of this course requires a combination of the following:

- Reading the textbook
- Attending class in person and/or online
- Completing assignments
- Participating in class activities

There is no short cut for success in this course; it requires reading (and probably re-reading) and studying the material using the course objectives as a guide.

Instructional Materials and Resources

Instructional Materials

This course participates in the Houston Community College First Day Program. A discount has been applied to the required digital course materials. The discounted charge has been added to students' tuition and fee bills.

Students will access course materials through a link in Canvas. Instructions for opting out of the HCC First Day Program are also posted in Canvas. Students who opt out will still be responsible for obtaining required course materials. If you want to OPT-OUT, contact your professor for instructions.

MKTG- PRINCIPLES OF MARKETING

Author: LAMB + HAIR+ Mc DANIEL

Publisher: CENGAGE

Edition: 13TH

ISBN: 13-978-0-357-12781-0

Availability: ACCESS 1ST DAY OF CLASS

Price: INCLUDED IN TUITION COST

Temporary Free Access to E-Book

This is 1st day access, so students will have access to course on first day that included:

1. E-Book
2. Mindtap - Practice exercises before tests

MINDTAP FROM CENGAGE

MINDTAP links will be available for students to access their course materials on the 1st day of class...Click on Canvas home page and locate links for each chapter through Mindtap module.

✓ Course Requirements

Assignments, Exams, and Activities

Type	Weight	Topic	Notes
TEST ONE	20%	CHAPTERS 1 THROUGH 6	All tests are online. Click on Assignment on Canvas website by clicking on the appropriate test..
TEST TWO	20%	Chapters 7 through 13	Click on Assignment link on Canvas and complete tests.
TEST THREE	20%	Chapters 14 through 19	Click on Assignment link on Canvas.
MARKETING PLAN	30%	MARKETING PLAN	CLICK on Marketing Module for instructions and sample video. More details in email from professor.
No Final Exam			There is not a Final Exam in this course. Marketing plan will serve as your Final Exam. All course due dates and more details will be posted on Canvas home page on 1st day of class.
Extra Credit		Unannounced Extra Credit exercises	Extra Credit exercises may be posted in class by professor through the email unannounced with 2 week due date.

Grading Formula

Grade	Range	Notes
A	90 through 100	4 POINTS PER SEMESTER HOUR
B	80 through 89	3 POINTS PER SEMESTER HOUR
C	70 THROUGH 79	2 POINTS PER SEMESTER HOUR
D	60 THROUGH 69	1 POINT PER SEMESTER HOUR
F	UNDER 60	0 POINT PER SEMESTER HOUR

* Instructor's Practices and Procedures

Incomplete Policy

In order to receive a grade of Incomplete ("I"), a student must have completed at least 85% of the work in the course. In all cases, the instructor reserves the right to decline a student's request to receive a grade of Incomplete.

Missed Assignments/Make-Up Policy

"No makeups" for exams because your lowest exam grade will be dropped.

Academic Integrity

Here's the link to the HCC information about academic integrity (Scholastic Dishonesty and Violation of Academic Scholastic Dishonesty and Grievance):

<https://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-procedures/>
(<https://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-procedures/>)

Attendance Procedures

ATTENDANCE IS TAKEN ON FIRST DAY OF CLASS AND SUBSEQUENTLY AS STUDENTS COMPLETE THEIR ASSIGNMENTS.

Professor will notify students if there is attendance concern through Early Alert system for HCC. Counselors may notify students.

Student Conduct

A student shall be subject to discipline, including suspension, if the student violates this policy:

1. While on College District premises;
2. While attending a College District activity; including course participation.
3. While elsewhere if the behavior adversely impacts the educational environment or otherwise interferes with the College District's operations or objectives.

A student shall be subject to discipline for violations of College District policies and procedures, including the Student Code of Conduct and Discipline Procedures. If a student commits an infraction or engages in misconduct or insubordination in the course and the College District may impose one or more penalties.

Students are expected to use language to the professor and fellow students in a professional and non inflammable way including character attacks or other verbal comments that might hinders the learning experience. If students experience such behavior from fellow classmate during the course, the student should notify this professor immediately.

Your professor will comment via email if student's conduct is inappropriate for the learning experience and will be given a warning. After the 1st warning, professor may submit student's name to the proper disciplinary channels within the college for further actions. Students can be dismiss from class by professor and given the opportunity to be transferred to another course or dropped. Professor can conclude that student has not taken actions concerning a disciplinary warning and will be notified by email describing future actions that could taken by the college. The following can occur:

1. Warning: A verbal or written warning to the student following a rule violation. Repetition of such misconduct may result in more severe disciplinary action.
2. Restitution: Reimbursement for damage to or misappropriation of property. Reimbursement may take the form of appropriate service to repair or otherwise compensate for damage.

Scholastic penalties include the following:

1. Withholding Transcript or Degree: Imposed upon a student who fails to pay a debt owed to the College District or who has a disciplinary case pending final disposition. The penalty terminates upon payment of the debt or final disposition of the case.
2. Denial of Degree: Imposed upon a student found guilty of scholastic dishonesty and can be imposed for any length of time, up to and including permanent denial.

3. Disciplinary Probation: The placing of a student on notice that continued infraction of regulations may result in suspension or expulsion from the College District. Disciplinary probation may include restrictions on a student's rights and privileges or required counseling. Disciplinary probation can be imposed for any length of time up to one calendar year.

Instructor's Course-Specific Information

Students will login this course through Canvas on HCC online on the first day this course official starts according to their HCC calendar. All issues from students must be sent through Canvas email and the professor will reply.

Click on assignment or module tab for specifics concerning due dates and other detail information about this course.

More instruction about the course will be posted within the course through Canvas.

Devices

Students must have computer access to complete all course work. The recommended browser is FireFox...

If you have issues logging into Canvas or HCC Online, Call HCC technician support Help Desk at 713 718-5275.

Faculty Statement about Student Success

It is highly recommended that you drawn up your personal schedule for completing assignments by due date according to your work, family, or personal obligations. The course schedule according to due dates for assignments will be posted on Canvas by click on Module or assignment link.

I will NOT send reminders to student about assignments due dates or any other reminders about course work due dates.

Faculty-Specific Information Regarding Canvas

This course section will use Canvas (<https://eagleonline.hccs.edu> (<https://eagleonline.hccs.edu>)) to supplement in-class assignments, exams, and activities.

HCCS Open Lab locations may be used to access the Internet and Canvas. For best performance, Canvas should be used on the current or first previous major release of Chrome, Firefox, Edge, or Safari. Because it's built using web standards, Canvas runs on Windows, Mac, Linux, iOS, Android, or any other device with a modern web browser.

Canvas only requires an operating system that can run the latest compatible web browsers. Your computer operating system should be kept up to date with the latest recommended security updates and upgrades.

Social Justice Statement

Houston Community College is committed to furthering the cause of social justice in our community and beyond. HCC does not discriminate on the basis of race, color, religion, sex, gender identity and expression, national origin, age, disability, sexual orientation, or veteran status. I fully support that commitment and, as such, will work to maintain a positive learning environment based upon open communication, mutual respect, and non-discrimination. In this course, we share in the creation and maintenance of a positive and safe learning environment. Part of this process includes acknowledging and embracing the differences among us in order to establish and reinforce that each one of us matters. I appreciate your suggestions about how to best maintain this environment of respect. If you experience any type of discrimination, please contact me and/or the Office of Institutional Equity at 713-718-8271.

HCC Policies and Information

HCC Grading System

HCC uses the following standard grading system:

Grade	Grade Interpretation	Grade Points
A	Excellent (90-100)	4
B	Good (80-89)	3
C	Fair (70-79)	2
D	Passing (60-69), except in developmental courses.	1
F	Failing (59 and below)	0
FX	Failing due to non-attendance	0
W	Withdrawn	0
I	Incomplete	0
AUD	Audit	0
IP	In Progress. Given only in certain developmental courses. A student must re-enroll to receive credit.	0
COM	Completed. Given in non-credit and continuing education courses.	0

Link to Policies in Student Handbook

Here's the link to the HCC Student Handbook <https://www.hccs.edu/resources-for/current-students/student-handbook/> (<https://www.hccs.edu/resources-for/current-students/student-handbook/>) In it you will find information about the following:

- Academic Information
- Academic Support
- Attendance, Repeating Courses, and Withdrawal
- Career Planning and Job Search
- Childcare
- disAbility Support Services
- Electronic Devices
- Equal Educational Opportunity
- Financial Aid TV (FATV)
- General Student Complaints
- Grade of FX
- Incomplete Grades
- International Student Services
- Health Awareness
- Libraries/Bookstore
- Police Services & Campus Safety
- Student Life at HCC
- Student Rights and Responsibilities
- Student Services
- Testing
- Transfer Planning

- Veteran Services

Link to HCC Academic Integrity Statement

<https://www.hccs.edu/resources-for/faculty/student-conduct-resources-for-faculty/> (<https://www.hccs.edu/resources-for/faculty/student-conduct-resources-for-faculty/>)

Campus Carry Link

Here's the link to the HCC information about Campus Carry:

<https://www.hccs.edu/departments/police/campus-carry/> (<https://www.hccs.edu/departments/police/campus-carry/>)

HCC Email Policy

When communicating via email, HCC requires students to communicate only through the HCC email system to protect your privacy. If you have not activated your HCC student email account, you can go to [HCC Eagle ID \(https://www.hccs.edu/resources-for/current-students/student-e-maileagle-id/\)](https://www.hccs.edu/resources-for/current-students/student-e-maileagle-id/) and activate it now. You may also use Canvas Inbox to communicate.

Office of Institutional Equity

Use the link below to access the HCC Office of Institutional Equity, Inclusion, and Engagement (<https://www.hccs.edu/departments/institutional-equity/>) (<https://www.hccs.edu/departments/institutional-equity/>)

Ability Services

HCC strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including long and short term conditions, mental health, chronic or temporary medical conditions), please meet with a campus Abilities Counselor as soon as possible in order to establish reasonable accommodations. Reasonable accommodations are established through an interactive process between you, your instructor(s) and Ability Services. It is the policy and practice of HCC to create inclusive and accessible learning environments consistent with federal and state law. For more information, please go to <https://www.hccs.edu/support-services/ability-services/> (<https://www.hccs.edu/support-services/ability-services/>)

Title IX

Houston Community College is committed to cultivating an environment free from inappropriate conduct of a sexual or gender-based nature including sex discrimination, sexual assault, sexual harassment, and sexual violence. Sex discrimination includes all forms of sexual and gender-based misconduct and violates an individual's fundamental rights and personal dignity. Title IX prohibits discrimination on the basis of sex-including pregnancy and parental status in educational programs and activities. If you require an accommodation due to pregnancy please contact an Abilities Services Counselor. The Director of EEO/Compliance is designated as the Title IX Coordinator and Section 504 Coordinator. All inquiries concerning HCC policies, compliance with applicable laws, statutes, and regulations (such as Title VI, Title IX, and Section 504), and complaints may be directed to:

David Cross
Director EEO/Compliance
Office of Institutional Equity & Diversity
3100 Main
(713) 718-8271
Houston, TX 77266-7517 or Institutional.Equity@hccs.edu (<mailto:Institutional.Equity@hccs.edu>)

<http://www.hccs.edu/departments/institutional-equity/title-ix-know-your-rights/> (<http://www.hccs.edu/departments/institutional-equity/title-ix-know-your-rights/>)

Office of the Dean of Students

Contact the office of the Dean of Students to seek assistance in determining the correct complaint procedure to follow or to identify the appropriate academic dean or supervisor for informal resolution of complaints.

<https://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-complaints/speak-with-the-dean-of-students/> (<https://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-complaints/speak-with-the-dean-of-students/>)

Student Success

Expect to spend at least twice as many hours per week outside of class as you do in class studying the course content. Additional time will be required for written assignments. The assignments provided will help you use your study hours wisely. Successful completion of this course requires a combination of the following:

- Reading the textbook
- Attending class in person and/or online
- Completing assignments
- Participating in class activities

There is no short cut for success in this course; it requires reading (and probably re-reading) and studying the material using the course objectives as a guide.

Canvas Learning Management System

Canvas is HCC's Learning Management System (LMS), and can be accessed at the following URL:

<https://eagleonline.hccs.edu> (<https://eagleonline.hccs.edu>)

HCCS Open Lab locations may be used to access the Internet and Canvas. For best performance, Canvas should be used on the current or first previous major release of Chrome, Firefox, Edge, or Safari. Because it's built using web standards, Canvas runs on Windows, Mac, Linux, iOS, Android, or any other device with a modern web browser.

Canvas only requires an operating system that can run the latest compatible web browsers. Your computer operating system should be kept up to date with the latest recommended security updates and upgrades.

HCC Online Information and Policies

Here is the link to information about HCC Online classes, which includes access to the required Online Information Class Preview for all fully online classes: <https://www.hccs.edu/online/> (<https://www.hccs.edu/online/>)

Scoring Rubrics, Sample Assignments, etc.

Look in Canvas for the scoring rubrics for assignments, samples of class assignments, and other information to assist you in the course. <https://eagleonline.hccs.edu/login/ldap> (<https://eagleonline.hccs.edu/login/ldap>)

Instructor and Student Responsibilities

As your Instructor, it is my responsibility to:

- Provide the grading scale and detailed grading formula explaining how student grades are to be derived
- Facilitate an effective learning environment through learner-centered instructional techniques
- Provide a description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness, and making up assignments
- Provide the course outline and class calendar that will include a description of any special projects or assignments
- Arrange to meet with individual students during office hours, and before and after class as required

As a student, it is your responsibility to:

- Attend class in person and/or online
- Participate actively by reviewing course material, interacting with classmates, and responding promptly in your communication with me
- Read and comprehend the textbook
- Complete the required assignments and exams
- Ask for help when there is a question or problem
- Keep copies of all paperwork, including this syllabus, handouts, and all assignments

- Be aware of and comply with academic honesty policies in the [HCCS Student Handbook \(https://www.hccs.edu/resources-for/current-students/student-handbook/\)](https://www.hccs.edu/resources-for/current-students/student-handbook/)

Sensitive or Mature Course Content

In this college-level course, we may occasionally discuss sensitive or mature content. All members of the classroom environment, from your instructor to your fellow students, are expected to handle potentially controversial subjects with respect and consideration for one another's varied experiences and values.

EGLS3

The EGLS³ ([Evaluation for Greater Learning Student Survey System \(https://www.hccs.edu/resources-for/current-students/egls3-evaluate-your-professors/\)](https://www.hccs.edu/resources-for/current-students/egls3-evaluate-your-professors/)) will be available for most courses near the end of the term until finals start. This brief survey will give invaluable information to your faculty about their teaching. Results are anonymous and will be available to faculty and division chairs after the end of the term. EGLS³ surveys are only available for the Fall and Spring semesters. -EGLS3 surveys are not offered during the Summer semester due to logistical constraints.

<https://www.hccs.edu/resources-for/current-students/egls3-evaluate-your-professors/> (<https://www.hccs.edu/resources-for/current-students/egls3-evaluate-your-professors/>)

Housing and Food Assistance for Students

Any student who faces challenges securing their foods or housing and believes this may affect their performance in the course is urged to contact the Dean of Students at their college for support. Furthermore, please notify the professor if you are comfortable in doing so.

This will enable HCC to provide any resources that HCC may possess.

Student Resources

Tutoring

HCC provides free, confidential, and convenient academic support, including writing critiques, to HCC students in an online environment and on campus. Tutoring is provided by HCC personnel in order to ensure that it is contextual and appropriate. Visit the [HCC Tutoring Services \(https://www.hccs.edu/resources-for/current-students/tutoring/\)](https://www.hccs.edu/resources-for/current-students/tutoring/) website for services provided.

Libraries

The HCC Library System consists of 9 libraries and 6 Electronic Resource Centers (ERCs) that are inviting places to study and collaborate on projects. Librarians are available both at the libraries and online to show you how to locate and use the resources you need. The libraries maintain a large selection of electronic resources as well as collections of books, magazines, newspapers, and audiovisual materials. The portal to all libraries' resources and services is the HCCS library web page at <https://library.hccs.edu> (<https://library.hccs.edu/>).

Supplementary Instruction

Supplemental Instruction is an academic enrichment and support program that uses peer-assisted study sessions to improve student retention and success in historically difficult courses. Peer Support is provided by students who have already succeeded in completion of the specified course, and who earned a grade of A or B. Find details at <https://www.hccs.edu/resources-for/current-students/supplemental-instruction/> (<https://www.hccs.edu/resources-for/current-students/supplemental-instruction/>).

Resources for Students:

<https://www.hccs.edu/resources-for/current-students/communicable-diseases/resources-for-students/> (<https://www.hccs.edu/resources-for/current-students/communicable-diseases/resources-for-students/>)

Basic Needs Resources:

<https://www.hccs.edu/support-services/counseling/hcc-cares/basic-needs-resources/> (<https://www.hccs.edu/support-services/counseling/hcc-cares/basic-needs-resources/>)

Student Basic Needs Application:

https://hccs.co1.qualtrics.com/jfe/form/SV_25WyNx7NwMRz1FH
(https://hccs.co1.qualtrics.com/jfe/form/SV_25WyNx7NwMRz1FH)

COVID-19

Here's the link to the HCC information about COVID-19:

<https://www.hccs.edu/resources-for/current-students/communicable-diseases/> (<https://www.hccs.edu/resources-for/current-students/communicable-diseases/>)

Instructional Modalities

In-Person (P)

Safe, face-to-face course with scheduled dates and times

Online on a Schedule (WS)

Fully online course with virtual meetings at scheduled dates and times

Online Anytime (WW)

Traditional online course without scheduled meetings

Hybrid (H)

Course that meets safely 50% face-to-face and 50% virtually

Hybrid Lab (HL)

Lab class that meets safely 50% face-to-face and 50% virtually

Course Calendar

Syllabus

The instructor reserves the right to modify the syllabus at any time during the semester and will promptly notify students in writing, typically by e-mail, of any such changes.

Students will have access to MINDTAP exercises on Cengage to Study, but will not be included toward your final grade. It is extra Study Guide.

Test One - Chapter 1 through 6 Due Date: TBA

Test Two - Chapters 7 through 13 Due Date: TBA

Test Three - Chapter 14 through 19 Due Date: TBA

Marketing Plan

ASSIGNMENTS - See Canvas for specific on Canvas and click on Assignment tab.

Additional Information

Departmental/Program Information

Add Content Here

Process for Expressing Concerns about the Course

If you have concerns about any aspect of this course, please reach out to your instructor for assistance first. If your instructor is not able to assist you, then you may wish to contact the Department Chair or Marketing Department personnel listed below:

Program Coordinator: Kimberly Cade, kimberly.cade@hccs.edu, 713-718-2993

Division Chair: Ken Hernandez, kenneth.hernandez@hccs.edu, 713-718-2468

Division Admin Assistant: Lyssa Wilson, melissa.wilson3@hccs.edu, 713-718-5125