



**Business Center of Excellence  
Marketing/Marketing Management Department**

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

**MRKG 1311: Principles of Marketing | Lecture | CRN #17192**

Spring 2021 | 16 Weeks (01.19.21 – 05.16.21)

Online | Canvas | 100% Online

3 Credit Hours | 48 hours per semester

**REVISED 02/24/2021**

**Instructor Contact Information**

Instructor:	Kimberly Cade	Office Phone:	713-718-2993
Office:	BSCC 310	Office Hours:	By Appointment
HCC Email:	kimberly.cade@hccs.edu	Office Location:	Central Campus

Please feel free to contact me concerning any problems that you are experiencing in this course. Your performance in my class is very important to me. I am available to hear your concerns and just to discuss course topics.

**Instructor's Preferred Method of Contact**

Please feel free to contact me concerning any problems that you are experiencing in this course. You do not need to wait until you have received a poor grade before asking for my assistance. Your performance in my class is very important to me. I am available to hear your concerns and just to discuss course topics. I can be reached by email (best) at Kimberly.cade@hccs.edu; at the office: Central Campus – BSCC 310; or by phone (713) 718-2993.

I normally check email at least once per day Monday-Thursday between the hours of 9:00 a.m. and 5:00 p.m. I will respond to your email as quickly as possible. I will make every effort to respond to email within 24 hours on those days. I usually check email on Friday and Saturday at least once a day; Sundays are reserved for church and family. Instructors need a downtime as well, so the turnaround time on weekend emails and phone calls may not be as quick as on the weekdays so your patience is appreciated.

You may also contact the Marketing Department personnel listed below:

Program Coordinator:	Kimberly Cade, <a href="mailto:kimberly.cade@hccs.edu">kimberly.cade@hccs.edu</a> , 713-718-2993
Division Chair:	Ken Hernandez, <a href="mailto:kenneth.hernandez@hccs.edu">kenneth.hernandez@hccs.edu</a> , 713-718-2468
Division Admin Assistant:	Lyssa Wilson, <a href="mailto:melissa.wilson3@hccs.edu">melissa.wilson3@hccs.edu</a> , 713-718-5125

## What's Exciting About This Course

What makes Principles of Marketing an interesting course is that it provides the foundation of the marketing discipline to those who have little or no knowledge of the subject. I often compare the Principles of Marketing course to a buffet meal. There are portions of the entire discipline taught in this one course. Much like a buffet meal, you get a sample of all the interesting topics such as International Marketing, Selling, Advertising, Services Marketing and Consumer Behavior just to name a few thereby providing the student a good overview of each of these topics which are covered in detail in subsequent courses. Students get to demonstrate their knowledge at the end of the course as they prepare a marketing plan outline on a new consumer product. In this course we get to understand how marketing fits into the overall business function.

## My Personal Welcome

Welcome to Principles of Marketing — I look forward to working with each of you this semester. I will make all the resources available of which I am aware to help you to have a positive experience in this course this semester.

I wish each of you much success during the semester!

## nextLearning – Spring 2021 Modalities

This semester, there are three modalities for HCC courses: Online Anytime, Online on a Schedule, and Flex Campus.

- **Online Anytime** classes are traditional online courses; coursework is online, and there are no meetings at specific times.
- **Online on a Schedule** classes are online courses with traditional meeting components; coursework is online, and there are specific times to log in for scheduled class meetings.
- **Flex Campus** are in-person classes; coursework is online, and students have the choice to come to campus or to participate online during scheduled class meetings.

This section of MRKG 1311 is taught in the **Online Anytime** modality which simply means our class will NOT meet online or in person. Your assignments should be completed outside class in the Canvas learning platform such as homework, the semester project, exams/quizzes or class discussions and any other assignments as deemed necessary by the professor for instruction and learning.

## Prerequisites and/or Co-Requisites

MRKG 1311 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](#).

## Canvas Learning Management System

This section of MRKG 1311 will use [Canvas \(https://eagleonline.hccs.edu\)](https://eagleonline.hccs.edu) to supplement in class assignments, exams, and activities. **This course will be delivered 100% online.** You will need to have access to the Internet, an e-mail address (the HCC student address), and a graphical web-browser to take this course. Please read the following carefully, as it will address common concerns and questions. It may even determine whether you decide to stay enrolled in this course.

### Class Day

Our 'class day' for this class will be MONDAY. That is the day that assignment will be due in the CANVAS learning system. Remember, in this class we do not meet online or face to face.

### Weekly Reading Assignments

Each week you will be required to read one or two chapters from the textbook to gain the content of the course and learn the foundations of the discipline of marketing. That said, a textbook is required in this course. See the COURSE CALENDAR in the syllabus for the weekly reading assignments. In addition to the textbook I have also made available the PowerPoint slides and videos which I use in the in-person classes to serve as a visual reinforcement of the course material.

### Homework and Exams

Your instructor will conduct exams, discussions and assessments that you can use to determine how successful you are at achieving the course learning outcomes (mastery of course content and skills) outlined in the syllabus. If you find you are not mastering the material and skills, you are encouraged to reflect on how you study and prepare for each class. Your instructor welcomes a dialogue on what you discover and may be able to assist you in finding resources on campus that will improve your performance.

Extra credit is not available in this course, however I will drop the lowest exam and homework grades (only one of each). I encourage students to take ALL exams, complete ALL homework assignments, and participate in ALL class discussions. Your final grade is based on a weighted average so missing even one homework assignment can adversely affect your final grade.

Homework is an important part of this course. It serves to reinforce the major concepts taught in the course. Students who have decided NOT to do the homework and simply focus on exams and the final project have found their final score to have dropped an entire letter grade by NOT doing homework. Please do your best not to get behind on your assignments.

Exams	60% of your final grade
Homework Assignments	15% of your final grade
Class Discussion/Participation	5% of your final grade
Final Project	<u>20%</u> of your final grade
	<u>100%</u>

It is the policy of the Dean of Workforce that an Incomplete be given only for extenuating circumstances (i.e., family illness, accident, or an unforeseen event occurring at final exam time). Individual instructors use a variety of grading policies and create tailored course requirements to their courses.

### **Semester Project**

The semester project involves your creating a marketing plan outline of an existing consumer product on the market for one year or less. This project is designed to give students an opportunity to demonstrate their understanding of the marketing mix, the competitive environment and what makes a product better or different from the competing products. The semester project grade counts as your final exam grade.

HCCS Open Lab locations may be used to access the Internet and Canvas. You may also inquire at any HCC library regarding the loan of a tablet computer for your coursework. **USE FIREFOX OR CHROME AS THE INTERNET BROWSER.**

### **HCC Online Information and Policies**

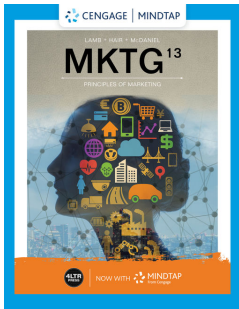
Here is the link to information about HCC Online classes including the required Online Orientation for all fully online classes: <http://www.hccs.edu/online/>

### **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>

## Instructional Materials

### Textbook Information



The textbook listed above is **required** for this course.

MKTG, 13th Edition

Charles W. Lamb, Joseph F. Hair, Carl McDaniel

Print Edition ISBN: 9780357127803

MKTG, 13th Edition

Copyright 2021 Cengage Learning, Cengage Learning

MindTap ISBN: 9780357127827

This semester we will use Cengage's First Day/Inclusive Access program. This is part of our ongoing efforts to increase completion, retention and success rates for our students. With the First Day/Inclusive Access program, the cost of course materials are included with registration costs. Course materials are delivered to the students via the Eagle Online Learning Management System (LMS) so students are ready to begin their studies from day one.

Students do have the ability to opt out of the First Day/Inclusive Access program and purchase or rent if they prefer a hard copy textbook.

Publisher's Course site: <http://www.cengagebrain.com> (Links to an external site.)

A link to the publisher and instructional video for starting Mindtap and accessing the eBook. Our class will ONLY use the eBook and not the other features of Mindtap.

**CENGAGE SUPPORT** (*call the 800 number if you still cannot access the eBook*)

Phone: (800) 354-9706

Online: [support.cengage.com](http://support.cengage.com)

### Other Instructional 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](#) 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 <http://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 <http://www.hccs.edu/resources-for/current-students/supplemental-instruction/>.

## **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](#)

## 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.

## 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



## **Assignments, Exams, and Activities**

### **Written Assignment**

Homework provided by the instructor will be assigned to provoke critical thinking and analysis that relate to the reading assignments and the case in the course simulation. Each assignment will include questions that should be answered in depth. Homework should be submitted through Eagle Online-Canvas. I DROP THE LOWEST HOMEWORK SCORE IN THE CALCULATION OF YOUR FINAL COURSE GRADE.

The Final Semester Project is the comprehensive research written assignment which allows students to demonstrate their mastery of the course material. There is no comprehensive final exam in this course. The final project will serve as your 'final' for the course.

### **Exams**

Four (4) exams will be given online in CANVAS and will cover the reading assignments and supplemental material. The questions relate to our current business environment and the application of business theory, application, and coursework. Exams in the course will be part of the assessment of your progress and mastery of the material. I DROP THE LOWEST EXAM SCORE IN THE CALCULATION OF YOUR FINAL COURSE GRADE.

- The format of the tests will be 40-50 multiple choice questions.
- All exams in the course will be given online in Canvas.
- Exams will be open for one week.
- Students will be allowed 90 minutes to complete the exam.

### **In-Class Activities**

Throughout the semester we will engage in classroom activities which include class discussions, classroom exercises, videos, or guest speakers. Four (4) homework assignments are listed on the course schedule. Please take heed of the due dates. I drop the lowest homework score. Late assignments will earn a grade of zero (0).

### **Final Semester Project**

The final project in the Consumer Behavior course will require students to analyze a product or service and identify the marketing mix for that product or service in relation to the market segment as a demonstration of the student's mastery of this concept. The final project will be explained in more detail several weeks into the class. The project counts as 15% of your final grade and is required of all students.

## Grading Formula

Your grade in the Principles of Marketing course will be calculated as follows:

Exams	60%
Homework Activities	20%
Discussions	5%
Semester Project	<u>15%</u>
Total	<u>100%</u>

Grade	Total Points
A	100 – 90
B	89 – 80
C	79 – 70
D	69 – 60
F	59 and below

### **Incomplete Policy:**

In order to receive a grade of Incomplete ("I"), a student must have completed at least 50% 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.

**HCC Grading Scale can be found on this site under Academic Information:**  
<http://www.hccs.edu/resources-for/current-students/student-handbook/>

## Course Calendar

*Revised 02/24/2021*

Week	Dates	Topic / Assignments Due
	January 15th	Spring 2021 Regular 16 WK: Last Day for a 100% refund
1	Week of January 18th	<p><b>IMPORTANT DATES</b></p> <ul style="list-style-type: none"> <li>• January 18, 2021   Martin Luther King, Jr. Day Holiday. All HCC offices are closed. Classes are cancelled.</li> <li>• January 19, 2021 – Spring 2021 Classes begin</li> </ul> <p><b>READ</b> There is no reading assignment this week.</p> <p><b>REVIEW</b></p> <ul style="list-style-type: none"> <li>• Review the CANVAS course online.</li> <li>• Review the course introduction in CANVAS.</li> <li>• Review the course syllabus.</li> </ul> <p><b>DISCUSSION #1</b> Introductions of the class members. You must respond to the posts of at least 2 fellow classmates.</p>
2	Week of January 25th	<p><b>READ</b> Chapter 1 An Overview of Marketing Chapter 2 Strategic Planning for Competitive Advantage.</p> <p><b>SYLLABUS REVIEW / SYLLABUS QUIZ</b> Class will review the syllabus and complete the related quiz. This is a MANDATORY assignment and your attendance in the class is based on your participation. HCC will drop you from the class if you do not access the class within the first 2 weeks of class.</p> <p><b>EXAM</b> No homework assignments or exams due this week.</p>

3	Week of February 1st	<p><b>IMPORTANT DATES</b></p> <ul style="list-style-type: none"> <li>February 1, 2021   Spring 2021 Regular 16 WK: Official Day of Record</li> <li>February 4, 2021   Spring 2021 Regular 16 Week: Last Day for 70% refund</li> </ul> <p><b>READ</b> Chapter 3 Ethics and Social Responsibility Chapter 4 The Marketing Environment</p> <p><b>SEMESTER PROJECT</b> Introduction of the semester project details to the class.</p> <p><b>HOMEWORK</b> Homework Assignment #1 – The Marketing Mix is due to the instructor by 11:55 p.m. via Canvas Monday, February 1, 2021</p>
4	Week of February 8th	<p><b>IMPORTANT DATES</b> Feb.10, 2021-Spring 2021 Regular 16 WK: Last Day for 25% refund</p> <p><b>READ</b> Chapter 5: Developing a Global Vision</p> <p><b>DISCUSSION</b> Class discussion #2   Marketing Ethics due in Canvas by EXTENDED DEADLINE 11:55 p.m. Monday, February 8, 2021. Remember you must respond to at least 2 classmates to receive full credit.</p>
5	Week of February 15th	<p><b>READ</b> Chapter 6 Consumer Decision Making</p> <p><b>SEMESTER PROJECT</b> Semester project product choices are due to the professor in Canvas by 11:55 p.m. <b>EXTENDED TO</b> Monday, March 1, 2021.</p> <p><b>EXAM 1 is moved to MARCH 8<sup>TH</sup>.</b></p>
<p><b>HCC closed due to Winter Storm Uri (February 16-23, 2021. Syllabus dates were adjusted due to the disruption in the schedule.</b></p>		

6	Week of February 22nd	<p><b>READ</b> Chapter 7 Business Marketing Chapter 8 Segmenting and Targeting Markets</p> <p><b>HOMEWORK</b> Homework Assignment #2 – Generational Marketing (Chapter 8) due in Canvas by 11:55 p.m. Monday, March 8, 2021.</p>
7	Week of March 1st	<p><b>READ</b> Chapter 9 Marketing Research</p> <p><b>EXAM #2 is moved to Week #9 – March 22, 2021</b></p>
8	Week of March 8th	<p><b>READ</b> Chapter 10 Product Concepts Chapter 11 Developing and Managing Products</p> <p><b>EXAM</b> Exam 1 (Chapters 1-4), Deadline: In Canvas, 11:55 p.m. <b>EXTENDED TO</b> Monday, March 8, 2021.</p> <p><b>DISCUSSION</b> Class discussion #2   Marketing Ethics due in Canvas by EXTENDED DEADLINE 11:55 p.m. Monday, March 8, 2021. Remember you must respond to at least 2 classmates to receive full credit.</p>
	Week of March 15th	<p><b>IMPORTANT DATES</b> March 15 – 19, 2021   Spring Break</p>
9	Week of March 22nd	<p><b>READ</b> Chapter 13 Supply Chain Management and Marketing Channels</p> <p><b>HOMEWORK</b> Homework Assignment #3 Warby Parker (Chapter 10) due in Canvas by 11:55 p.m. Monday, March 22, 2021.</p> <p><b>EXAM</b> Exam #2 (Chapters 5-8), Deadline: In Canvas, 11:55 p.m. Monday, March 22, 2021.</p>

10	Week of March 29th	<b>READ</b> Chapter 19 Pricing Concepts  <b>EXAM</b> Exam #3 (Chapters 9, 10, 11, 13 & 19). Deadline 11:55 p.m. Monday, March 29, 2021.
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<b>Week</b>	<b>Dates</b>	<b>Topic / Assignments Due</b>
11	Week of April 5th	<p><b>READ</b> Chapter 14 Retailing Chapter 15 Marketing Communications</p> <p><b>IMPORTANT DATES</b> April 6, 2021   Spring 2021 Regular 16 Week: Last day to withdraw</p>
12	Week of April 12th	<p><b>READ</b> Chapter 16 Advertising, Public Relations, and Sales Promotion</p> <p><b>SEMESTER PROJECT</b> Final projects are due to the instructor in Canvas by 11:55 p.m. Monday, April 12, 2021.</p>
13	Week of April 19th	<p><b>READ</b> Chapter 12 Services and Nonprofit Organization Marketing</p> <p><b>DISCUSSION</b> Class discussion #4 – Service Encounter due in Canvas by 11:55 p.m. Monday, April 19, 2021. Remember you must respond to at least 2 classmates to receive full credit.</p>
14	Week of April 26th	<p><b>READ</b> Chapter 17 Personal Selling and Sales Management</p> <p><b>IMPORTANT DATES</b></p> <ul style="list-style-type: none"> <li>• April 26, 2021 - Fall 2021 Regular 16 Week: Priority Registration</li> <li>• April 26, 2021 - Spring 2021 2nd 8 Week: Last Day to withdraw</li> </ul>
15	Week of May 3rd	<p><b>READ</b> Chapter 18 Social Media and Marketing</p> <p><b>HOMEWORK/EXAMS</b> Homework #4 – Social Media &amp; Privacy   Deadline, 11:55 p.m. in Canvas Monday, May 3, 2021.</p>

16	Week of May 10th	Final Exam Week <b>EXAM</b> Exam #4 - Chapters 12, 14, 15, 16, 17, 18), Deadline: 11:55 p.m. in Canvas May 10, 2021.
		Spring, 2021 semester ends May 16, 2021



## **Syllabus Modifications**

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.

## **Instructor's Practices and Procedures**

### **Missed Assignments**

Assignments, exams, or project grades cannot be made up. If you miss the due date for an exam or homework assignment, you will receive a zero (0) unless the instructor has approved this and only in extenuating circumstances. The student must provide proof of that extenuating circumstance.

All assignments, exams and projects will be accepted prior to (early) the due date. No work will be accepted late. No makeup exams will be given in this course. The lowest exam grade and lowest homework will be dropped, however, it is important take students make every effort to take each exam on a timely basis and turn in every homework assignment.

### **Academic Integrity**

I expect each of you to demonstrate your best efforts in the course. I expect you to do your own work. Acts of academic dishonesty such as cheating including:

- Plagiarism;
- Copying from another student's test or class work;
- Using materials during the exam that are not authorized by the professor;
- Collaborating with another student to take the exam.

Scholastic Dishonesty will result in a referral to the Dean of Student Services. See the link below for details.

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

<http://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/studentprocedures/>

### **Attendance Procedures**

The Principles of Marketing class meets once a week on Thursdays. This a Online on a schedule instructional course format which means that part of the class is taught in a physical classroom where the professor provides instruction and students are able to interact with one another. The second portion of the class is presented in an online format in the CANVAS learning management system.

If at any time during the semester you decide you cannot complete the course, you should officially drop/withdraw yourself from the course. This is your responsibility and not that of your instructor. Student are automatically dropped for never having attending by the Official Date of Record/Approve Roster date. HCC will drop that student due to non-attendance. You must attend the first day of class and to log on to online classes on the first day of class.

THIS IS A STATE OF TEXAS POLICY. It is not Professor Cade's, the Marketing department, or Houston Community College created policy.

Tardiness is a distraction to the instructor and to your fellow students. Please make every effort to arrive to class on time. Parking continues to be a problem at the Central campus. Allow yourself enough time to secure parking and make it to class on a timely basis.

### **Student Conduct**

Meaningful and constructive exchange of opinions and ideas is encouraged in this class both in person and online and requires a degree of mutual respect, willingness to listen, and tolerance of opposing points of view. Respect for individual differences and alternative viewpoints will be maintained at all times in this class.

Student's words and language should be civil and decent. Every student is entitled to full participation in class without interruption. That being said, all students are expected to come to class prepared and on time, and remain for the full class period.

Repetitive and seriously disruptive behavior, such as fighting, using profanity, personal or physical threats or insults, damaging property, may result in your removal from class in accordance with policies and procedures outlined in the HCC Student Handbook and Student Code of Conduct.

### **Instructor's Course-Specific Information**

#### **METHOD OF COMMUNICATION**

Each student is assigned an HCC email address. This is the address I expect you to use throughout the semester. I will communicate with you via email using that address. Students should check your e-mail to assure that your account is active. You will want to check it often throughout your enrollment to keep up on important course and HCC information. There are many technical reasons for this email policy. Please manage your Eagle Online-Canvas and campus mailboxes to ensure they do not become full.

I expect students to communicate through CANVAS email system rather than the HCC system email. I get lots of email every day and student emails might get lost or overlooked in the standard HCC email environment. I will not encourage the behavior by answering email in the HCC system environment.

#### **ASSIGNMENT GRADES**

Assignment results will be available to students as follows:

- Homework will be graded within one week of submission.
- Exams will be graded immediately following submission.
- The semester project will be graded within one week of submission.

**FIREFOX or GOOGLE CHROME** are the recommended browsers for the course.

**CAMPUS LIFE** - You have the opportunity to enhance your personal and intellectual growth by participating in a variety of activities. Those activities can be located in the Student Handbook or through the HCCS.

**INCLEMENT WEATHER** - HCC rarely closes. If extreme weather conditions or emergency situations arise, HCC always gives cancellation notices to radio and television stations. You will also be contacted directly via the school's callout system. This information is also posted on the HCC website ([www.hccs.edu](http://www.hccs.edu)).

### **Electronic Devices**

All phones, games, players or other electronic devices that generate sound and/or pictures must be turned off during class. Disruptive behaviors, including excessive talking, arriving late to class, sleeping, reading newspapers, using unauthorized electronic devices during class is not permitted.

## **Marketing Program Information**

It is strongly recommended that students of this course ensure that their major is listed as Marketing and that you notify the school of which certificate or degree plan you are following.

This program includes a Co-Op class, MRKG 2380. Students must complete 30 semester credit hours for the AAS degree or 15 semester credit hours in the Certificate before enrolling in this course. Once you have met the requirements, you will contact the Division Chair's office at 713-718-5125 to get the permission code to enroll in this class. Please note that the Co-Op course requires you to have a position in the Marketing industry, paid or volunteer. MRKG 2380 requires that you must work a minimum of 20 hours per week in a marketing related field.

### **HCC Policies**

Here's the link to the HCC Student Handbook <http://www.hccs.edu/resources-for/currentstudents/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

### **EGLS<sup>3</sup>**

The EGLS<sup>3</sup> ([Evaluation for Greater Learning Student Survey System](#)) 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. EGLS<sup>3</sup> surveys are only available for the Fall and Spring semesters. EGLS3 surveys are not offered during the Summer semester due to logistical constraints. <http://www.hccs.edu/resources-for/current-students/egls3-evaluate-your-professors/>

### **Campus Carry Link**

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

<http://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](#) and activate it now. You may also use Canvas Inbox to communicate.

### **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.

### **Office of Institutional Equity**

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

## **disAbility 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 <http://www.hccs.edu/supportservices/disability-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/>

## **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/studentcomplaints/speak-with-the-dean-of-students/>

## **Department Chair Contact Information**

Division Chair: Ken Hernandez, [kenneth.hernandez@hccs.edu](mailto:kenneth.hernandez@hccs.edu), 713-718-2468  
 Division Admin Assistant: Lyssa Wilson, [melissa.wilson3@hccs.edu](mailto:melissa.wilson3@hccs.edu), 713-718-5125