



# SYLLABUS

**Course Name:** PRINCIPLES OF MARKETING  
**Course Number:** MRKG 1311-0012 (86253)  
**Semester:** Spring 2016  
**Classroom:** JDB 211  
**Class Time:** 8:30 a.m. – 10:00 a.m.  
**Campus:** Houston Community College – Central Campus

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**Instructor:** Kimberly Cade – Program Coordinator, Marketing  
**Office Phone:** (713) 718-2993  
**Campus Office:** JDB 310C  
**E-mail:** [kimberly.cade@hccs.edu](mailto:kimberly.cade@hccs.edu)  
**Office Hours:** Tuesdays & Thursdays 2:30-3:30 p.m.; Wednesdays 10:30-11:30 a.m.  
or by appointment

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THE PROFESSOR RESERVES THE RIGHT TO CHANGE OR MODIFY  
THE SYLLABUS AS NECESSARY TO MEET THE OBJECTIVES OF  
THE COURSE.

CHECK EAGLE ONLINE REGULARLY FOR ANNOUNCEMENTS.

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## **COURSE DESCRIPTION**

Introduction to basic 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. (Formerly MKTG 1305)

## **PREREQUISITES**

None

## **SUGGESTED PREQUISITIES**

- ENGL 0300 or 0347
- GUST 0342 (9<sup>th</sup> -11<sup>th</sup> Grade Reading)
- MATH 0306 (Basic Math Pre-Algebra)

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## **COURSE SEMESTER CREDIT HOURS**

Credit Hours = 3.00

Lecture Hours = 3.00 Laboratory

Hours = 0

Total course contact hours = 48

## **COURSE LENGTH**

16 weeks

## **COURSE GOALS**

- The student will be able to identify the 5 major concepts of marketing.
- The student will be able to explain the process of marketing through communication.
- The student will be able to plan and implement a basic communication plan.
- The student will be able to identify external and internal forces of marketing.
- The student will be able to write a basic Marketing Plan.
- Goals 1-6 will incorporate the SCANS skills.

## **ACADEMIC DISCIPLINE/CTE PROGRAM LEARNING OUTCOMES**

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

## **INSTRUCTIONAL MATERIALS**



### **MKTG 9, 9th Edition**

Charles W. Lamb | Joe F. Hair | Carl McDaniel

ISBN-10: 1285860160 | ISBN-13: 9781285860169

Publisher: Cengage

## **YOU DO NOT NEED TO ACTIVATE THE MARKETING COURSE MATE PRINTED ACCESS CARD.**

Rental textbooks are a less expensive alternative and are available through HCC's bookstore or from outside online sources. Many students have been pleased with this option.

## **INSTRUCTIONAL METHODS**

Web-Enhanced (Classroom instruction/lecture and online course content)

## **COURSE MATERIALS NEEDED**

- Textbook
- Internet access
- Storage Device (flash drive)
- An active HCC email account

## **SCANS AND/OR CORE CURRICULUM COMPETENCIES**

The Secretary's Commission on Achieving Necessary Skills (SCANS) from the U.S. Department of Labor was asked to examine the demands of the workplace and whether our young people are capable of meeting those demands. Specifically, the Commission was directed to advise the Secretary on the level of skills required to enter employment. In carrying out this charge, the Commission was asked to do the following:

- Define the skills needed for employment,
- Propose acceptable levels of proficiency,
- Suggest effective ways to assess proficiency, and
- Develop a dissemination strategy for the nation's schools, businesses, and homes.

SCANS research verifies that what we call workplace know-how defines effective job performance today. This know-how has two elements: competencies and a foundation. This report identifies five competencies and a three-part foundation of skills and personal qualities that lie at the heart of job performance. These eight requirements are essential preparation for all students, whether they go directly to work or plan further education. Thus, the competencies and the foundation should be taught and understood in an integrated fashion that reflects the workplace contexts in which they are applied. The primary goal of this course is to provide the student an overview of the basic elements of global marketing. The course covers the actions directly involved in global strategy, the global marketing mix and managing the global marketing effort.

## **SCANS AND/OR CORE CURRICULUM COMPETENCIES**

Analyze marketing case studies employing the problem-solving process;

Foundation Skills - Basic -Reading

Foundation Skills - Basic -Writing

Foundation Skills - Basic -Mathematics

Foundation Skills - Basic -Listening

Foundation Skills - Basic –Speaking

Utilize marketing research techniques to implement competitive marketing decisions.

Foundation Skills - Basic -Reading

Foundation Skills - Basic -Writing

Foundation Skills - Basic -Mathematics

Foundation Skills - Basic -Listening

Foundation Skills - Basic –Speaking

Demonstrate management, accounting, and marketing knowledge through oral and/or written presentations.

Foundation Skills - Basic -Reading

Foundation Skills - Basic -Writing

Foundation Skills - Basic -Mathematics

Foundation Skills - Basic -Listening

Foundation Skills - Basic -Speaking

Interpret marketing research data to forecast industry trends and meet customer demands.

## LAB REQUIREMENTS

None

## TO ACCESS STUDENT SERVICES POLICIES ON THE WEB SITE

<http://www.hccs.edu/district/about-us/policies/d-student-services/d4-student-rights-responsibilities/>

## COURSE REQUIREMENTS AND GRADING POLICY

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 requirement to their courses.

Text readings, class discussions, homework assignments, exams and a final project are all required.

## HCC GRADING SCALE

A = 100- 90

B = 89 - 80

D = 69 - 60

C = 79 - 70

F = 59 and below

W = Withdrawn

I = Incomplete

## COURSE CALENDAR WITH READING ASSIGNMENTS

Reading assignments are associated with chapters covered in class. These readings and lecture material are the basis of the assignments and quizzes. It is the student's responsibility to review the course syllabus insuring the correct chapters are read and studied prior to completing homework assignments and each quiz.

Four (4) exams	40 pts.*
Four (4) homework assignments	30 pts.
Semester Project	25 pts.
Special assignments/attendance/class participation (discussions, surveys, etc.)	5 pts.
Total	100 pts.

*\* The last exam in this course is NOT comprehensive.  
You will complete a final project instead of a final exam.  
The lowest exam grade will be dropped.*

## **EXAMS**

Exams in the course will be part of the assessment of your progress and mastery of the material.

The lowest exam score will be dropped in the calculation of the student's final grade. **NO MAKE-UP QUIZZES WILL BE GIVEN UNDER ANY CIRCUMSTANCES.** In the event a student fails to take an exam, the zero earned will be deducted as the lowest grade.

## **MAKE-UP POLICY**

Assignments, exams, or project grades cannot be made up. If you miss the due date for an assignment, exam, homework or project 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 when given and turn in every homework assignment.

## **ACTIVITIES**

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 Web resources at: [www.hccs.edu/handbookHome2.html](http://www.hccs.edu/handbookHome2.html).

## **PROJECTS, ASSIGNMENTS, PORTFOLIOS, PRESENTATIONS, SERVICE LEARNING, INTERNSHIPS, ETC.**

Specific Assignments:

1. 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, typed and double spaced using 10, 11 or 12 pt., Arial or Times New Roman. Homework should be submitted through Eagle Online 2.
2. Exams will be given covering the reading assignments and supplemental material. The questions relate to our current business environment and the application of business theory, application, and coursework.
3. **THERE IS NO COMPREHENSIVE FINAL EXAM IN THIS COURSE. THE SEMESTER PROJECT WILL SERVE AS THE TEST OF YOUR MASTERY OF THE COURSE MATERIAL.**

## **CLASSROOM ETIQUETTE**

Open and mutually respectful communication of varied opinions, beliefs, and perspectives during the classroom discussions encourages the free exchange of ideas that is essential to higher learning and to the ability to learn from each other.

## **INCLEMENT WEATHER**

HCC rarely closes. If extreme weather conditions or emergency situations arise, HCC always gives cancellation notices to radio and television stations. HCC will post school closure notices on the website. You may also receive a telephone notification; therefore it is important to notify the registrar's office whenever you change your phone number. Closure information is also posted on the HCC website ([www.hccs.edu](http://www.hccs.edu)).

Instructors are not privy to early notifications of closures, so please do not call me as I will be watching the news and the HCC website for closure notices and will find out at the same time as the students.

## **ACADEMIC HONESTY SCHOLASTIC DISHONESTY (reference the HCCS STUDENT HANDBOOK)**

Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty.

**"Scholastic dishonesty"** includes, but is not limited to, cheating on a test, plagiarism, and collusion.

**"Cheating"** on test includes:

- Copying from another student's test paper;
- Using materials during a test that are not authorized by the person giving the test;
- Collaborating with another student during a test without authority;
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or in part the contents of an un-administered test;
- Bribing another person to obtain a test that is to be administered.

**"Plagiarism"** means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

**"Collusion"** means the unauthorized collaboration with another person in preparing written work offered for credit.

## **ATTENDANCE AND WITHDRAWAL POLICIES**

In accordance with HCCS rules, the instructor has the authority to drop a student from any class after the student has been absent for periods equivalent to two weeks of class (6 classes). However, the student has the ultimate responsibility to withdraw from the course. If there are extreme circumstances that require absence from class, it is the student's responsibility to notify the instructor. **IN THIS CLASS YOU ARE RESPONSIBLE FOR DROPPING THE CLASS IF YOU NO LONGER PLAN TO ATTEND. THE INSTRUCTOR WILL NOT DO THIS FOR YOU.** For additional information refer to the HCCS catalog.

Attendance in a web-enhanced class constitutes logging into the Eagle Online and the course page at least once a week, my suggestion however is that you log in at least once a day.

The State of Texas has begun to impose penalties on students who drop courses excessively. That is, if you repeat the same course more than twice, you have to pay extra tuition. In addition, as of Fall 2007, students are limited to no more than SIX total course withdrawals throughout their educational career at a Texas public college or university.

**In order to withdraw from your class, you MUST contact your professor and this must be done PRIOR to the withdrawal deadline to receive a “W” on your transcript.** If you do not withdraw before the deadline, you will receive the grade that you have earned by the end of the semester. Zeros averaged in for required assignments/tests not submitted will lower your semester average significantly, most likely resulting in a failing grade (“F”).

Please visit the online registration calendars, HCC schedule of classes and catalog, any HCC Registration Office, or any HCC counselor to determine class withdrawal deadlines. Remember to allow a 24-hour response time when communicating via email or telephone with your professor. Do not submit a request to discuss withdrawal options less than a day before the deadline.

### **EARLY ALERT**

To help students avoid having to drop/withdraw from any class, HCC has instituted an Early Alert process by which your professor may “alert” you and HCC counselors that you might fail a class because of excessive absences and/or poor academic performance. It is your responsibility to visit with your professor or a counselor to learn about what, if any, HCC interventions might be available to assist you – online tutoring, child care, financial aid, job placement, etc. – to stay in class and improve your academic performance.

### **REPEAT COURSE FEE**

The State of Texas encourages students to complete college without having to repeat failed classes. To increase student success, students who repeat the same course more than twice, are required to pay extra tuition. The purpose of this extra tuition fee is to encourage students to pass their courses and to graduate.

Effective fall 2006, HCC will charge a higher tuition rate to students registering the third or subsequent time for a course. If you are considering course withdrawal because you are not earning passing grades, confer with your instructor/counselor as early as possible about your study habits, reading and writing homework, test taking skills, attendance, course participation, and opportunities for tutoring or other assistance that might be available.

### **INTERNATIONAL STUDENTS**

Receiving a W in a course may affect the status of your student Visa. Once a W is given for the course, it will not be changed to an F because of the visa consideration. Please contact the International Student Office at 713-718-8520 if you have any questions about your visa status and other transfer issues.

### **STUDENTS WITH DISABILITIES**

Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc.) who needs to arrange reasonable accommodations must contact the

appropriate HCC Disability Support Service (DSS) Counselor at the beginning of each semester. Faculty is authorized to provide only the accommodations requested by the Disability Support Services Office. Students who are requesting special testing accommodations must first contact the appropriate DSS Counselor for assistance.

Students who require testing accommodations need to schedule an appointment for testing to ensure that staff will be available for proctoring and to arrange for any adaptive equipment that may be required. Students should contact the instructor's "Instructional Support Specialist" (ISS) the week prior to each exam throughout the semester to confirm that the requested testing accommodations will be met. **PLEASE GET THIS INFORMATION TO THE INSTRUCTOR WITHIN THE FIRST TWO WEEKS OF THE SEMESTER.**

**Disability Support Services Offices:**

System: 713.718.5165

Central: 713.718.6164 – also for Deaf and Hard of Hearing Services and Students Outside of the HCC District service areas.

Northwest: 713.718.5422

Northeast: 713.718.8420

Southeast: 713.718.7218

Southwest: 713.718.7909

After student accommodation letters have been approved by the DSS office and submitted to DE Counseling for processing, students will receive an email confirmation informing them of the Instructional Support Specialist assigned to their professor.

**Title IX**

Title IX of the Education Amendments of 1972 requires that institutions have policies and procedures that protect students' rights with regard to sex/gender discrimination. Information regarding these rights are on the HCC website under Students-Anti-discrimination. Students who are pregnant and require accommodations should contact any of the ADA Counselors for assistance.

**EGLS3 – EVALUATION FOR GREATER LEARNING STUDENT SURVEY SYSTEM**

At Houston Community College, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time near the end of the term, you will be asked to answer a short online survey of research-based questions related to instruction. The anonymous results of the survey will be made available to your professors and department chairs for continual improvement of instruction. Look for the survey as part of the Houston Community College Student System online near the end of the term.

**ACTIVITIES**

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 Web resources at: <http://www.hccs.edu/district/students/student-handbook/>



## **GRADE APPEAL, REFUNDS, DISCIPLINE ISSUES and SEXUAL HARASSMENT POLICY**

Refer to the Student Handbook, Catalog and Schedule.

### **COURSE TECHNOLOGY**

You must use your Houston Community College email account for communicating with me and with other students in the course. You 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 and campus mailboxes to ensure they do not become full.

You must use your Houston Community College email account for communicating with me and with other students in the course. FIREFOX is the recommended browser for the course. You 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 and campus mailboxes to ensure they do not become full.

The Principles of Marketing course will be taught within the Eagle Online online classroom environment. This means that I expect students to communicate through Eagle Online 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.

### **STARTING THE COURSE**

So how exactly do you start this course? The following steps will walk you through the process of accessing assignments for the first week of classes. Assignments for all subsequent weeks will be accessed in the same way.

#### **STEP 1:**

Review the information about the various types of online courses offered by Houston Community College. <http://de.hccs.edu/>

This page provides links to registration information for the system, “how-to” videos, customer service and a wealth of other useful information.

#### **STEP 2:**

- Log in to Eagle Online 2 (see instructions below)
- Go to the HCC Central Campus Home Page
- Click on “Student Sign-Ins” at the top right of the page.
- Click on Eagle Online 2
- You will then be taken to the EO2 home page where you follow the instructions to get registered or log in.

Or go directly to EO2 by going to <https://eo2.hccs.edu/login/index.php> and follow the instructions to log on to Eagle Online. If you have trouble accessing any of the web-based material, click on “Student Help” or call for HCC technical assistance at (713) 718-8800.

#### **STEP 3:**

Read the syllabus. It outlines all the important policies, procedures, and expectations associated with this class.

## WHAT IS EAGLE ONLINE?

Eagle Online is the new distance education learning management system adopted by Houston Community College in 2011. The system became mandatory for all courses as of June, 2012. In this course we will use Eagle Online the 2.0 version.

### EAGLE ONLINE 2 STUDENT USER ID

Your EO2 login user ID will be your HCC User ID (sometimes referred to as the "W" number). All HCC students have a unique User ID. If you do not know your User ID you can look it up by visiting the HCC home page:

- o From [www.hccs.edu](http://www.hccs.edu), under the column "CONNECT", click on the "Student Sign Ins" link
- o Then click on "Eagle Online 2" and follow the instructions.

Or use the direct link to access the Student Sign-in page:

<https://eo2.hccs.edu/login/index.php>

The default student password is "distance." Students will then be prompted to change their password after their first login. Please visit the DE Technical Support website if you need additional assistance with your login.

### STUDENT E-MAIL ACCOUNTS

The HCC e-mail system is Microsoft Exchange. You may access your account from anywhere, at any time using a Web browser such as Netscape, Internet Explorer or Firefox. The URL to access the system is <http://webmail.hccs.edu>. Quick Mail is the system you are to use for communication in the online course.

- Your login ID is the same as your HCC User ID which is used for Online Registration. [example: W0034567]. If you are new to HCC and don't know your login ID, go to the HCC Central web page ([www.hccs.edu](http://www.hccs.edu)), click on "CURRENT STUDENTS" on the left bar of the main page, go to "STUDENT E-MAIL" to look it up.
- Your initial password has been reset to your date of birth (mm/dd/yyyy). For example, the password for February 8, 1982 would be '02/08/1982'.

Forgot your password or need help with your account?

- Call the HCC Help Desk at (713) 718-8800 (7:00 a.m. – 8:00 p.m.)

### QUICKMAIL

EAGLE ONLINE-2 internal email is Quickmail.

Email messages to your instructor must be sent via the online classroom. If sending a message from a "non" HCC email address you **MUST** include the course number **CRN 86253**. MRKG 1311 is insufficient in this new email system. Emails not sent in this manner will not be read.

Students need to use their HCC Student Email to read and/or reply to these messages. See your DE Orientation for further information about Quickmail.

### **HOW TO USE QUICKMAIL**

Quickmail PDF tutorial:

[http://de1.hccs.edu/docs/EO2/pdf/Student\\_Quickmail\\_Tutorial.pdf](http://de1.hccs.edu/docs/EO2/pdf/Student_Quickmail_Tutorial.pdf)

Quickmail video tutorial: [http://de1.hccs.edu/docs/EO2/mp4/EO2\\_QMS1.mp4](http://de1.hccs.edu/docs/EO2/mp4/EO2_QMS1.mp4)

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The professor reserves the right to change or modify the syllabus as necessary to meet the objectives of the course.

Check Eagle Online regularly for announcements.

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**PRINCIPLES OF MARKETING**  
**MRKG 1311-0012 (86253)**  
**Spring 2016**  
**COURSE CALENDAR**

<b>Dates</b>	<b>Chapter</b>	<b>Activity</b>
Week of January 18th	Course Introduction  Course Review	<i>No homework due this week.</i>
Week of January 25th	Chapter 1. An Overview of Marketing  Chapter 2. Strategic Planning for Competitive Advantage	<i>No homework due this week.</i>  Video/Exercise/Speaker
Week of February 1st	Chapter 2. Strategic Planning for Competitive Advantage (contd.)  Chapter 3. Ethics and Social Responsibility	Video/Exercise/Speaker  <b>Homework #1</b> (Ethics) – due by Tuesday, February 2, 2016 at 11:55 p.m. on EO2.
February 5, 2016	PRESIDENT’S DAY	Campus Closed-No classes
Week of February 8th	Chapter 4. The Marketing Environment  Chapter 5. Developing a Global Vision	<i>No homework due this week.</i>  Video/Exercise/Speaker
Week of February 15th	<b>Exam 1 (Chapters 1-5)</b> Tuesday, February 16, 2015   8:30 – 9:50 a.m.  Chapter 6. Consumer Decision Making	<b>Exam 1 (Chapters 1-5)</b> <i>Bring a pencil and scantron for the exam.</i>
Week of February 22nd	Chapter 7. Business Marketing  Chapter 8. Segmenting and Targeting Markets	<i>No homework due this week.</i>  Video/Exercise/Speaker  <b>Submit your product choice to the instructor via EO2 for the final project by 11:55 p.m. February 23<sup>rd</sup>.</b>
Week of February 29th	Chapter 8. Segmenting and Targeting Markets (continued)  Chapter 9. Marketing Research	Video/Exercise/Speaker  <b>Homework #2</b> (STP) Due by Tuesday, March 1, 2016 at 11:55 p.m. on EO2.

Week of March 7th	<b>Exam 2 (Chapters 6-9)</b> Tuesday, March 8, 2016   8:30 – 9:50 a.m.	<b>Exam 2 (Chapters 6-9)</b> <i>Bring a pencil and scantron for the exam.</i>
	Chapter 10. Product Concepts	Video/Exercise/Speaker
Week of March 14-18, 2016	<b>SPRING BREAK</b>	<b>Campus Closed-No classes</b> <b>No homework due this week.</b>
Week of March 21st	Chapter 10. Product Concepts (continued)	<b>Homework #3</b> (Product Concepts) - due Tuesday, March 15, 2016 at 11:55 p.m. on EO2.
	Chapter 11. Developing and Managing Products	
Week of March 25-27 2016	SPRING HOLIDAY	Campus Closed-No classes
Week of March 28th	Chapter 12. Services and Nonprofit Organization Marketing	No homework due this week.
	Chapter 13. Supply Chain Management	Video/Exercise/Speaker
Week of April 4th	Chapter 14. Marketing Channels	Homework #4 (Supply Chain) due by Tuesday, April 5, 2016 at 11:55 p.m. on EO2.
	Chapter 15. Retailing	Video/Exercise/Speaker
April 5, 2016	<b>Last Day to Withdraw</b>	
Week of April 11th	<b>Exam 3 (Chapters 10-15)</b> Tuesday, April 12, 2016   8:30 – 10:00 a.m.	<b>Exam 3 (Chapters 10-15)</b> <b>Bring a pencil and scantron for the exam.</b>
	Chapter 16. Marketing Communications	Video/Exercise/Speaker
	<i>YOUR SEMESTER PROJECT IS DUE NEXT WEEK! The semester project is due via EO2 by 11:55 p.m. Tuesday, April 19, 2016.</i>	

Week of April 18th	Chapter 17. Advertising, Public Relations and Sales Promotion  Chapter 18. Personal Selling and Sales Management	Video/Exercise/Speaker  <b>REMINDER: THE SEMESTER PROJECT IS DUE IN EO2 BY 11:55 P.M. ON Tuesday, April 19, 2016.</b>
Week of April 25th	Chapter 19. Social Media and Marketing  Chapter 20. Pricing Concepts	No homework due this week.  Video/Exercise/Speaker
Week of May 2nd	Chapter 21. Setting the Right Price  Chapter 21. Setting the Right Price (continued)	No homework due this week.
Week of May 9th	<b>Exam 4 (Chapters 15-21) Tuesday, May 10th   8:30 – 9:50 a.m.</b>	<b>Exam 4 (Chapters 15-21) Bring a pencil and scantron for the exam.</b>
Week of May 15th	Course wrap-up	

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