



**Business Center of Excellence
International Business Department**

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

**IBUS 1354: International Marketing Management | Lecture |
#CRN 24199**

Fall 2020 | 16 Weeks (8.24.2020-12.13.2020)
Online on a Schedule | Zoom | TH 11 a.m.-1:50 p.m.
3 Credit Hours | 48 hours per semester

Instructor Contact Information

Instructor:	Ximena Murillo	Office Phone:	575-602-9376
Office:		Office Hours:	9am-7pm Monday-Friday
HCC Email:	ximena.murillo@hccs.edu	Office Location:	Email/Cell Phone

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

I will respond to emails within 24 hours Monday through Friday; I will reply to weekend messages on Monday mornings.

You may also contact the International Business Department personnel listed below:

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

What's Exciting About This Course

In this course, students will analyze international marketing strategies using market trends, costs, and forecasting, pricing, sourcing and distribution factors. They will develop a global marketing plan.

My Personal Welcome

Welcome to International Marketing Management — Add your personal welcome here.

nextLearning - Fall 2020 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 IBUS 1354 is <<**INSTRUCTOR – CUSTOMIZE to reflect Flex Campus, Online on a Schedule, or Online Anytime**>> and meets on <<**CUSTOMIZE the meeting days and times if your course is Flex Campus or Online on a Schedule.**>>

Prerequisites and/or Co-Requisites

IBUS 1354 requires students to be placed 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 IBUS 1354 will use [Canvas](https://eagleonline.hccs.edu) (<https://eagleonline.hccs.edu>) to supplement in-class assignments, exams, and activities. << **Insert here more specific information about how you expect students to use Canvas. Include information about scoring rubrics for assignments, samples of class assignments, and other information to assist students in the course.** >>

HCCS Open Lab locations may be used to access the Internet and Canvas. **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 below is **required** for this course.



"Global Marketing" (10th edition) by Green & Keegan (Pearson)

Rental ISBN: 9780134899756

eText ISBNt: 9780135638958

HCC First Day Access eBook ISBN: 9780134899862

Please note that we request textbooks from the bookstore, which is operated by Barnes & Nobel Bookstores and not by Houston Community College. If you do not order/buy your books before classes begin, you may have difficulty obtaining a copy of the textbook. It is in your best interest to purchase your books BEFORE classes begin. You may also purchase your books from another textbook retailer.

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

IBUS 1354: Analysis of international marketing strategies using market trends, costs, forecasting, pricing, sourcing and distribution factors. Development of an international export/import marketing plan.

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/international-business/>

Course Student Learning Outcomes (CSLOs)

Upon completion of IBUS 1354, the student will be able to:

1. 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.

Learning Objectives

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

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

At least one written assignment is required. The written assignment(s) should be clearly linked to the course student learning outcomes and learning objectives. Written assignment(s) must count at least 15% of students' course grades or a minimum of 150 points on a 1,000-point scale (see Grading Formula below).

Exams

You will have one Final Exam which will include multiple-choice questions. A full Global Marketing Plan will be due in four parts as shown above. Each part will be graded and you will have the chance to correct each section as the project progresses. You will be responsible to watch videos and take quizzes in Canvas and online. There will be one case project as well.

Video Quizzes (17 total sections at 5 points each)	85 points
Final Exam	75 points
Plan Section 1	75 points
Plan Section 2	75 points
Plan Section 3	75 points
Plan Final Submission	100 points
Case	15 points

In-Class Activities

We will have several virtual activities such as discussions, quizzes, group projects, etc.

Final Exam

All students will be required to take a comprehensive departmental final exam consisting of 100 multiple-choice questions. Students must provide their own Scantron forms (FORM NUMBER 882-E-LOVAS). All the information students need to prepare for the exam is in the [Final Exam Handbook](#).

You must get at least 50% (50 of 100) of the items correct on the final to pass the course (departmental decision). Students who are absent from the final exam without discussing their absence with the instructor in advance or within 24 hours afterward will receive a course grade of Incomplete. Any student who does not take a makeup exam by the end of the following long semester will receive a final exam grade of zero and a course grade of F.

Grading Formula

The IBUSHology department strongly recommends that you adopt a points-based grading system with a maximum 1,000 total points possible.

Written Assignment(s)	200 points
Exams	500 points
In-Class Activities	100 points

Departmental Final Exam 200 points
Written Assignment(s) 200 points

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

Week	Dates	Topic / Assignments Due
1	THURSDAY, AUGUST 27 TH , 2020	<p>Introduction to Global Marketing</p> <ul style="list-style-type: none"> - Use the product/market growth matrix to explain the various ways a company can expand globally. - Describe how companies in global industries pursue competitive advantage. - Compare and contrast a single-country marketing strategy with a global marketing strategy (G M S). - Identify the companies at the top of the Global 500 rankings. - Explain the stages a company goes through as its management orientation evolves from domestic and ethnocentric to global and geocentric. - Discuss the driving and restraining forces affecting global integration today.
2	THURSDAY, SEPTEMBER 3 TH , 2020	<p>The Global Economic Environment</p> <ul style="list-style-type: none"> - Identify and briefly explain major changes in the world economy over the last 100 years. - Compare and contrast types of economic systems that are found in the different regions of the world. - Explain the stages of economic development used by the World Bank and identify the key emerging country markets at each stage of development. - Discuss the significance of balance of payments for the world's major economies. - Identify the countries that are leading exporters. - Briefly explain how exchange rates impact a company's opportunities in different parts around the world. <p>The Global Trade Environment</p> <ul style="list-style-type: none"> - Explain the role of the W T O in facilitating global trade relations among nations. - Compare and contrast the four main categories of preferential trade agreements. - Explain the trade relationship dynamics among signatories of N A F T A. - Identify the four main preferential trade agreements in Latin America and the key members of each. - Identify the main preferential trade agreements in the Asia-Pacific region. - Describe the various forms of economic integration in Europe. - Describe the activities of the key regional organizations in the Middle East. <p>Identify the issues for global marketers wishing to expand in Africa.</p>

Week	Dates	Topic / Assignments Due
3	THURSDAY, SEPTEMBER 10 TH , 2020	<p>Social and Cultural Environments</p> <ul style="list-style-type: none"> - Define culture and identify the various expressions and manifestations of culture that can impact marketing strategies. - Compare and contrast the key aspects of high- and low-context cultures. - Identify and briefly explain the major dimensions of Hofstede’s social values typology. - Explain how the self-reference criterion can affect decision making at global companies and provide a step-by-step example of a company adapting to conditions in a global market. - Analyze the components of diffusion theory and its applicability to global marketing. - Explain the marketing implications of social and cultural environments around the globe. <p>QUIZ</p>
4	THURSDAY, SEPTEMBER 17 TH , 2020	<p>The Political, Legal, and Regulatory Environments</p> <ul style="list-style-type: none"> - Understand the elements of a country’s political environment that can impact global marketing activities. - Define international law and describe the main types of legal systems found in different parts of the world. - Understand the most important business issues that can lead to legal problems for global marketers. - Describe the available alternatives for conflict resolution and dispute settlement when doing business outside the home country. - In general terms, outline the regulatory environment in the European Union. <p>QUIZ</p>
5	THURSDAY, SEPTEMBER 24 TH , 2020	<p>Global Information Systems and Market Research</p> <ul style="list-style-type: none"> - Discuss the roles of I T, M I S, and big data in a global company’s decision-making processes. - Describe the various sources of market information, including direct perception. - Identify the individual steps in the traditional market research process and explain some of the ways global marketers adapt them. - Compare the way a multinational firm organizes the marketing research effort with the way a global or transnational firm approaches the organizing issue. - Explain how information’s role as a strategic asset affects the structure of global corporations. <p>QUIZ</p>

Week	Dates	Topic / Assignments Due
6	THURSDAY, OCTOBER 1 ST , 2020	<p>Segmentation, Targeting, and Positioning</p> <ul style="list-style-type: none"> - Identify the variables that global marketers can use to segment global markets and give an example of each. - Explain the criteria that global marketers use to choose specific markets to target. - Understand how global marketers use a product-market grid to make targeting decisions. - Compare and contrast the three main target market strategy options. - Describe the various positioning options available to global marketers.
7	THURSDAY, OCTOBER 8 TH , 2020	<p>Importing, Exporting, and Sourcing</p> <ul style="list-style-type: none"> - Compare and contrast export selling and export marketing. - Identify the stages a company goes through, and the problems it encounters, as it gains experience as an exporter. - Describe the various national policies that pertain to imports and exports. - Explain the structure of the Harmonized Tariff System. - Describe the various organizations that participate in the export process. - Identify home-country export organization considerations. - Identify market-country export organization considerations. - Discuss the various payment methods that are typically used in trade financing. - Identify the factors that global marketers consider when making sourcing decisions.
8	THURSDAY, OCTOBER 15 TH , 2020	<p>Global Market-Entry Strategies: Licensing, Investment, and Strategic Alliances</p> <ul style="list-style-type: none"> - Explain the advantages and disadvantages of using licensing as a market-entry strategy. - Compare and contrast the different forms that a company's foreign investments can take. - Discuss the factors that contribute to the successful launch of a global strategic partnership. - Identify some of the challenges associated with partnerships in developing countries. - Describe the special forms of cooperative strategies found in Asia. - Explain the evolution of cooperative strategies in the 21st century. - Use the market expansion strategies matrix to explain the strategies used by the world's biggest global companies. <p>QUIZ</p>

Week	Dates	Topic / Assignments Due
9	THURSDAY, OCTOBER 22 TH , 2020	<p>Brand and Product Decisions in Global Marketing</p> <ul style="list-style-type: none"> - Review the basic product concepts that underlie a successful global marketing product strategy. - Compare and contrast local products and brands, international products and brands, and global products and brands. - Explain how Maslow's needs hierarchy helps global marketers understand the benefits sought by buyers in different parts of the world. - Outline the importance of "country of origin" as a brand element. - List the five strategic alternatives that marketers can utilize during the global product planning process. - Explain the new-product continuum and compare and contrast the different types of innovation. <p>QUIZ</p>
10	THURSDAY, OCTOBER 29 TH , 2020	<p>Pricing Decisions</p> <ul style="list-style-type: none"> - Review the basic product concepts that underlie a successful global marketing product strategy. - Identify the different pricing strategies and objectives that influence decisions about pricing products in global markets. - Summarize the various Incoterms that affect the final price of a product. - List some of the environmental influences that impact prices. - Apply the ethnocentric/polycentric/geocentric framework to decisions regarding price. - Explain some of the tactics global companies can use to combat the problem of gray market goods. - Assess the impact of dumping on prices in global markets. - Compare and contrast the different types of price fixing. - Explain the concept of transfer pricing. - Define countertrade and explain the various forms it can take.
11	THURSDAY, NOVEMBER 5 TH , 2020	<p>Global Marketing Channels and Physical Distribution</p> <ul style="list-style-type: none"> - Identify and compare the basic structure options for consumer channels and industrial channels. - List the guidelines companies should follow when establishing channels and working with intermediaries in global markets. - Describe the different categories of retail operations that are found in various parts of the world. - Compare and contrast the six major international transportation modes and explain how they vary in terms of reliability, accessibility, and other performance metrics.

Week	Dates	Topic / Assignments Due
12	THURSDAY, NOVEMBER 12 TH , 2020	<p>Global Marketing Communications Decisions I: Advertising and Public Relations</p> <ul style="list-style-type: none"> - Define global advertising and identify the top-ranked companies in terms of worldwide ad spending. - Explain the structure of the advertising industry, and describe the difference between agency holding companies and individual agency brands. - Identify key ad agency personnel and describe their respective roles in creating global advertising. - Explain how media availability varies around the world. - Compare and contrast publicity and public relations and identify global companies that have recently been impacted by negative publicity.
13	THURSDAY, NOVEMBER 19 TH , 2020	<p>Global Marketing Communications Decisions II: Sales Promotion, Personal Selling, and Special Forms of Marketing Communication</p> <ul style="list-style-type: none"> - Define sales promotion and identify the most important promotion tactics and tools used by global marketers. - List the steps in the strategic/consultative personal selling model. - Explain the contingency factors that must be considered when making decisions about sales force nationality. - Explain direct marketing's advantages and identify the most common types of direct marketing channels. - Describe how global marketers integrate support media, sponsorships, and product placement into the overall promotion mix.
14	THURSDAY, NOVEMBER 26 TH , 2020	<p>Global Marketing and the Digital Revolution</p> <ul style="list-style-type: none"> - List the major innovations and trends that contributed to the digital revolution. - Define "convergence" and give an example. - Define value network and explain the differences between sustaining technologies and disruptive technologies. - Identify current trends in global e-commerce and explain how global companies are expanding their presence on the Web. - Explain the key issues facing a company when designing and implementing a Web site. - Identify the most important new products and services that have been introduced in the past decade. <p>QUIZ</p>
15	THURSDAY, DECEMBER 3 RD , 2020	<p>Strategic Elements of Competitive Advantage</p> <ul style="list-style-type: none"> - Identify the forces that shape competition in an industry and illustrate each force with a specific company or industry example. - Define competitive advantage and identify the key conceptual frameworks that guide decision makers in the strategic planning process.

Week	Dates	Topic / Assignments Due
		<ul style="list-style-type: none"> - Explain how a nation can achieve competitive advantage, and list the forces that may be present in a national “diamond.” - Define hypercompetitive industry and list the key arenas in which dynamic strategic interactions take place. <p>Leadership, Organization, and Corporate Social Responsibility</p> <ul style="list-style-type: none"> - Identify the names and nationalities of the chief executives at five global companies discussed in the text. - Describe the different organizational structures that companies can adopt as they grow and expand globally. - Discuss the attributes of lean production and identify some of the companies that have been pioneers in this organizational form. - List some of the lessons regarding corporate social responsibility that global marketers can take away from Starbucks’ experience with Global Exchange.
16	THURSDAY, DECEMBER 10 TH , 2020	Final Presentations & Final Exam

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

There will be “no makeups” for final exam or final presentations. Makeups will be allowed only if accompanied by a late-work penalty. Documentation of an emergency will be required to allow a make-up. Please note that a make-up exam is not a retake.

Academic Integrity

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/student-procedures/>

Attendance Procedures

If a student miss the first 12.5% of this course (i.e. the period before the Official Date of Record/Approve Roster date) HCC will drop them due to non-attendance. Students need to

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 an instructor, department, or college created policy.

Student Conduct

It is expected that for this Online on a Schedule class all students promote a positive and learning environment, free from harm and unwanted disruptions. It is expected that we all respect each other and present proper social behavior.

Instructor's Course-Specific Information (As Needed)

Electronic Devices

All electronics must be used for the purpose of Online on a Schedule class researching and learning.

International Business Program Information

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

Scholarships are available every spring with the International Transportation Management Association (ITMA), the Houston District Export Council (HDEC) and the Houston International Trade Development Center (HITDC). Check with the International Business Program Coordinator, Deanna Teel, at deanna.teel@hccs.edu.

This program includes a Co-Op class, IBUS 2280. 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 International Business industry, paid or volunteer. IBUS 2380 requires that you must work a minimum of 10 hours per week.

HCC Policies

Here's the link to the HCC Student Handbook <http://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

EGLS³

The EGLS³ ([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. EGLS³ 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/support-services/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
<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/>

Department Chair Contact Information

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