Syllabus
MKTG 3010 301 – Principles of Marketing - Honors (3.0 Credits)
Fall Semester, 2020
M, W 2:20 – 3:45 /Zoom Virtual

Instructor: Adrienne E. Zaitz
E-Mail: University email system only (Do not use elearn email to communicate.)
E-Mail: azaitz@memphis.edu
Office: Virtual Office
Office hours: Office hours by appointment through email request.

Contact: Use the azaitz@memphis.edu address to communicate within the UM mail system. Ecourseware email will not forward to my mobile device and will not be received. Email messages are checked daily by 12:00pm.

Note: Do not use my office phone number to communicate this semester

Situation Overview:

This course will be taught remotely with no in-person meetings and involve both synchronous and asynchronous elements. The course has been designed so that you can successfully progress completely remotely. This course will provide live virtual lectures, and you will be sent invite emails to these class lecture sessions to be held online at the regularly assigned class time. All assignments and exams will be administered online in an asynchronous mode of instruction.

If individual situations do arise this semester that require personal accommodation, please use the contact directions provided above. The pace will be fast as the semester calendar is compressed.

Remember- learning is very important but health and safety come first. Reach out if an unplanned emergency arises due to external circumstances. I will post Covid information in the course Getting Started section.

Course Overview:

This course provides an understanding of the discipline of marketing and opportunity to apply marketing principles and tactics in business situations. Students will study the language of marketing and understand how marketing plays a key role in enabling organizations sustain a competitive advantage and deliver revenue streams through customer satisfaction.

You will also build your personal brand which is a key step in preparing to market yourself to your intended companies for future employment. The assigned text will be the key resource used for these components of the course.
Importantly, this class will provide a unique opportunity to work directly with a marketing professional who will lead you through a digital marketing simulation. You will experience the role of a digital marketing manager developing internet-based marketing platforms to support a client business. The **StuKent Mimic Pro Simulation** will be the key resource to support this component of the class.

**Pre-Requisites/Co-Requisites:**
There are no specific course pre-requisites to enrolling in this course. However, the student should have a good grasp of basic mathematics and applied writing skills. In general, it is assumed that all students who are registering for Fogelman College 3000 level classes have successfully completed any pre-requisites or are enrolled currently in any co-requisites associated with this course. Students must have earned a minimum of 45 credit hours with a minimum grade of “C” to be eligible for all 3000 level courses.

**Required Course Textbook:**
- Hunt, Mello, Deitz. Third edition MARKETING Because Everyone Is a Marketer, McGraw Hill Education. **ISBN: 978126402428-5** or any version of MARKETING Third Edition is acceptable (new or used). **Note:** The online learning tools supplied with the text can serve as a self-study tool but is not required in the course.

**Required Marketing Simulation:**
- **Stuken's Mimic Pro Simulation** is required for the course. It will not be housed within the elearn system. It resides on Stuken's website, and in order to gain access, you will need to register for my Stuken course. I recommend registering any time between August 24 and before August 31. We will begin our simulation during the third week of the course. You can do that by clicking the link- [https://home.stukent.com/join/524-475](https://home.stukent.com/join/524-475)

After you have registered, you can log in from [home.stukent.com](http://home.stukent.com) to access your Stukent account. This is also where you will purchase the product, the price is **$59.99 USD**.
Location of Course Materials:

This course will be managed through Marketing 3010 301 at https://elearn.memphis.edu. You are expected to check the eCourseware website for announcements, assignments and grades. You will be required to use the website to view PPT presentations, take exams, obtain supplemental reading materials, submit assignments, contact other students and fully participate. You must be adept at using elearn in this online course. This includes having daily access to a laptop throughout the semester.

If you are having technical problems with eCourseware please contact the 24-hour UM helpdesk at 901 678 8888.

Mimic Pro Simulation:

The simulation will be administered externally to the course at the Stukent website. If you have questions regarding the simulation or Stukent platform, reach out to Stukent Support. Their hours and contact information are - https://www.stukent.com/contact-us/

Learning Tools:

This course utilizes a variety of learning tools including the text, PPT presentations, exams, discussions, videos and experiential activities and assignments.

Each student is expected to actively engage in individual and team class activities and assignments. Each student will be asked to contribute as a member of a marketing team tasked with developing a marketing launch plan. Students will also contribute as a member of a digital marketing team executing a digital media plan using the Mimic Pro Simulation tool.

Course Objectives:

By successfully completing this course, students will be able to:

1. Feel confident in communicating and interacting with marketing professionals by using contemporary marketing vocabulary.
2. Define the concept of customer-perceived value and determine how marketing activities lead to the creation, communication, delivery, and exchange of market offerings that hold value for customers.
3. Understand the importance of marketing and market-based resources in shaping corporate and business strategies as well as identify how elements of the organization’s macro-environment influence marketing strategy design, implementation, and performance.
4. Identify unethical marketing activities and their consequences on others and the environment.
5. Identify the emotional and cognitive processes that underlie consumer decision-making and show how these processes may differ across purchase and consumption contexts due to social, psychological, and product-related factors.
6. Recognize the various approaches that may be applied in segmenting markets and selecting appropriate target markets as well as how marketers apply elements of the marketing mix in shaping distinctive marketplace positions in the minds of customers.
7. Identify and describe the ways in which ongoing technological and social trends are shaping customers’ expectations with respect to brand experiences and longer-term brand relationships.
8. Identify and consider various marketing career opportunities as well as recognize the value of marketing thought for their own professional development, irrespective of their chosen discipline/career.
In addition, you will increase your ability to:

1. Think critically and analyze information applying marketing principles and tactics
2. Communicate clearly and improve business writing skills
3. Develop skills in learning independently as well as a member of a team
4. Develop self-management skills including the ability to provide high quality deliverables on time
5. Enhance your skills in contributing within a virtual group setting.
6. Apply marketing tactics to deliver marketing metrics effectively

Fogelman College: Learning Outcomes for Your Degree

This course is designed to help you to meet the overall learning objectives for the BBA degree. The Fogelman College has established the following learning goals for all students successfully completing the BBA degree.

• Graduates will be effective communicators.
• Graduates will demonstrate critical thinking skills.
• Graduates will be knowledgeable about ethical factors in the business environment.
• Graduates will be knowledgeable about the global business environment.
• Graduates will be proficient users of business presentation and analysis technology.

Course Methodology

This is a remote/virtual course and much of the learning will be self-managed and self-paced. This has the benefit of accommodating each student’s unique schedule and learning style.

Professor’s Expectations of Students:

In general, you should assist the instructor in creating a positive, supportive environment for learning by staying engaged in the course and actively participating in all discussions and teamwork.

Student’s Expectations of the Professor:

In my role as your instructor, there are certain things you should expect from me including organized and engaging learning experiences, responses to emails within two (2) business days, and feedback on work submitted within (14) calendar days.
Grading and Evaluation Criteria

Over the semester, you will have a variety of opportunities to earn points towards your final (overall) letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how overall (final) letter grades will be computed.

There will be no make-up for late assignments. Pre-notification is required for exams missed and the reason must be substantiated. Exam make-up will be at the discretion of the instructor.

Final Course Grades
Final course grades are earned according to the following table:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Assigned Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90% or above</td>
<td>A</td>
</tr>
<tr>
<td>80% - 89.9%</td>
<td>B</td>
</tr>
<tr>
<td>70% - 79.9%</td>
<td>C</td>
</tr>
<tr>
<td>60% - 69.9%</td>
<td>D</td>
</tr>
<tr>
<td>Below 60%</td>
<td>F</td>
</tr>
</tbody>
</table>

Your overall grade for the semester is based on how well you perform on a mixture of formal activities including exams, assignments and projects. A detailed description of each of the assessed activities can be found after the scoring summary table below.

Summary of Graded Activities
Points earned on the assessed activities will be distributed as follows:

<table>
<thead>
<tr>
<th>Assigments</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Team Deliverables</td>
<td>52%</td>
</tr>
<tr>
<td>Team Dropboxes (7 @ 3.0%)</td>
<td>21</td>
</tr>
<tr>
<td>Team Marketing Plan</td>
<td>10</td>
</tr>
<tr>
<td>Mimic Pro Simulation</td>
<td>21%</td>
</tr>
<tr>
<td>Individual Deliverables</td>
<td>48%</td>
</tr>
<tr>
<td>Personal Brand Plan (6 @3.0%)</td>
<td>18</td>
</tr>
<tr>
<td>Exams</td>
<td>30%</td>
</tr>
<tr>
<td>- Exam 1</td>
<td>10%</td>
</tr>
<tr>
<td>- Exam 2</td>
<td>10%</td>
</tr>
<tr>
<td>- Exam 3</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>
### Course Topics and Agenda:

<table>
<thead>
<tr>
<th>Date</th>
<th>Chapter &amp; Topics</th>
<th>Exams</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week 1</strong></td>
<td><strong>CH: 1, 14</strong></td>
<td></td>
</tr>
<tr>
<td>Aug 17 –</td>
<td>Why Marketing Matters</td>
<td></td>
</tr>
<tr>
<td>Aug 23</td>
<td>Branding</td>
<td></td>
</tr>
<tr>
<td><strong>Week 2</strong></td>
<td><strong>CH: 2</strong></td>
<td></td>
</tr>
<tr>
<td>Aug 24 –</td>
<td>Strategic Planning</td>
<td></td>
</tr>
<tr>
<td>Aug 30</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Week 3</strong></td>
<td><strong>CH:13</strong></td>
<td>MIMIC PRO LAUNCH WEEK</td>
</tr>
<tr>
<td>Aug 31 –</td>
<td>Digital and Social Media Marketing</td>
<td></td>
</tr>
<tr>
<td>Sept 6</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Week 4</strong></td>
<td><strong>CH:3</strong></td>
<td></td>
</tr>
<tr>
<td>Sept 7 –</td>
<td>The Global Environment</td>
<td></td>
</tr>
<tr>
<td>Sept 13</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Week 5</strong></td>
<td><strong>CH: 4</strong></td>
<td></td>
</tr>
<tr>
<td>Sept 14 –</td>
<td>Consumer Behavior</td>
<td></td>
</tr>
<tr>
<td>Sept 20</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Week 6</strong></td>
<td><strong>CH 5</strong></td>
<td>EXAM 1- SEPT 23 (CH 1-5 &amp; CH 14)</td>
</tr>
<tr>
<td>Sept 21–</td>
<td>Marketing Research</td>
<td></td>
</tr>
<tr>
<td>Sept 27</td>
<td>EXAM 1-SEPT 23</td>
<td></td>
</tr>
<tr>
<td><strong>Week 7</strong></td>
<td><strong>CH 6</strong></td>
<td></td>
</tr>
<tr>
<td>Sept 28 –</td>
<td>Product Development</td>
<td></td>
</tr>
<tr>
<td>Oct 4</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Week 8</strong></td>
<td><strong>CH: 7</strong></td>
<td></td>
</tr>
<tr>
<td>Oct 5 –</td>
<td>Segmentation, Targeting and Positioning</td>
<td></td>
</tr>
<tr>
<td>Oct 11</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Week 9</strong></td>
<td><strong>CH: 8,9</strong></td>
<td></td>
</tr>
<tr>
<td>Oct 12 –</td>
<td>Promotional Strategies</td>
<td></td>
</tr>
<tr>
<td>Oct 18</td>
<td>Personal Selling</td>
<td></td>
</tr>
<tr>
<td><strong>Week 10</strong></td>
<td><strong>CH: 10</strong></td>
<td>EXAM 2- OCT 21 (CH 6 – CH 10)</td>
</tr>
<tr>
<td>Oct 19 –</td>
<td>Supply Chain and Logistics</td>
<td></td>
</tr>
<tr>
<td>Oct 25</td>
<td>EXAM 2 – OCT 21</td>
<td></td>
</tr>
<tr>
<td><strong>Week 11</strong></td>
<td><strong>CH: 11</strong></td>
<td></td>
</tr>
<tr>
<td>Oct 26-</td>
<td>Pricing</td>
<td></td>
</tr>
<tr>
<td>Nov 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Week 12</strong></td>
<td><strong>CH: 12</strong></td>
<td>MIMIC PRO CERTIFICATION</td>
</tr>
<tr>
<td>Nov 2 -</td>
<td>Retailing</td>
<td></td>
</tr>
<tr>
<td>Nov 8</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Week 13</strong></td>
<td><strong>CH: 15,16</strong></td>
<td>EXAM 3 - NOV 11 (CH 11 -13, 15 &amp;16)</td>
</tr>
<tr>
<td>Nov 9 –</td>
<td>Customer Relationship Marketing</td>
<td></td>
</tr>
<tr>
<td>Nov 15</td>
<td>Social Responsibility and Sustainability</td>
<td></td>
</tr>
<tr>
<td><strong>Week 14</strong></td>
<td><strong>MARKETING PLAN</strong></td>
<td>MARKETING PLAN DUE – NOV 16</td>
</tr>
<tr>
<td>Nov 16-</td>
<td>TEAM PRESENTATIONS – NOV 16</td>
<td></td>
</tr>
<tr>
<td>Nov 17</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Week 15</strong></td>
<td><strong>PERSONAL BRAND DEBRIEFS</strong></td>
<td></td>
</tr>
<tr>
<td>Nov 18-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov 24</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Schedule is subject to change. Any changes will be announced in news post
Description of Assessed Activities

A complete description of assessed activities for the semester is provided below:

**Team Drop box Assignments (21%)**

These team assignments will be administered via ecourseware and require on time submission within the system. **Please use .doc or .docx formats for written submissions.** Some file types are not accepted by elearn so check with tech support if you have questions regarding file types. I post a zero for submissions in non elearn document format. There will be seven team drop box assignments.

METHOD Marketing will be your first team experience working together. This first Get Out is based on the METHOD brand. All other Team Get Outs will be based on your adopted category and brand. These assignments use the text, research, and secondary information. **All team assignments should be submitted by one team member only. Team contributor names must be listed for the team members to receive credit.** I advise delegating portions of the assignment early and leaving time to proof the deliverable. I will not accept assignments delivered outside the system.

- **Team Get Out 1: METHOD Marketing** 8/23
- **Team Get Out 2: Brand Overview** 8/30
- **Team Get Out 3: Category Overview** 9/13
- **Team Get Out 4: Market Research** 9/27
- **Team Get Out 5: New Product Overview** 10/4
- **Team Get Out 6: Communication Strategy** 10/25
- **Team Get Out 7: Pricing and Distribution** 11/1

If you have a problem submitting an assignment via drop box, call the tech people at 901-678-8888. Do not wait until the last minute to submit your assignment. I will not accept a late assignment even if a technical problem causes you to miss the deadline. You can access your assignments from the Content page or go to Dropbox in the Assessments toolbar. You can access drop box instructions by going into the drop box. Elearn accepts multiple entries but mark the one you want graded.

**Team Marketing Plan (10%)**

The marketing plan team project will allow students to apply what they have learned within a teamwork experience by developing a new product marketing launch plan. During the first week of class each student will be assigned to a team. Each team will select a consumer product category from an instructor provided list. The team will select one brand to investigate within their category framework.

The final team deliverable will be a written business marketing plan for a new product launch. The new product launch must be within the adopted category and offered within the adopted brand. Team Get Out assignments will help the team prepare their marketing plan. The Team Marketing Plan will provide experience in learning to work in a team toward a common goal. The written plan is due on **November 16 and will be presented by the team to the class virtually.**

A marketing plan project template will be provided to serve as a guide. The final team marketing
plan must be submitted to the instructor in power point format via dropbox on or before 11:59 pm on **November 16**. The grading will be driven by the quality of your marketing strategy and tactics and thoroughness, I will look for evidence of mastery of the marketing principles taught in class. Please proofread your document. I will deduct heavily for typos, grammatical errors, etc. since that would be unacceptable in a business setting. One team member submits the plan. Names of team contributors must be listed on the document to receive a grade.

**Group Dynamics**
Please remember that working in teams despite its many advantages can often pose challenges. Only in the case of serious group problems (e.g., an individual failing to participate, failing to contact group members, etc.) should the instructor be consulted.

**Working in teams successfully is important for success in business. Highly functional teams capitalize on the strengths of its members and do what is necessary to get the job done.** Determine team member schedules and preferred mode of communication early.

**Discussion Forums**

**Student to Student Discussion Forums and Technical Questions**
I have set up a Student-to-Student Discussion Forum. You may utilize the Student-to-Student Discussion Forum within eCourseware for technical questions or general questions as your peers may have experienced a similar issue and can offer suggestions and advice.

**Group Discussion Forums** will also be established to help you communicate with your assigned team members.

Note: Remember “netiquette” as you communicate online within the course and among team members via other platforms. Be respectful of others!

Note: I do not review or monitor team participant communication.

**Personal Brand Dropbox Assignments (18%)**
You will be developing your personal brand throughout the semester. The purpose is to help you evaluate your personal skills, interests, and training. You will be asked to determine your personal career objective at the start of the semester and complete exercises that will help you market yourself in your future job search. You will complete six **Marketing Yourself** assignments and they will be graded for completeness. Watch grammar and spelling as I will deduct. A zero will be assigned for a missing assignment.

Be sure to look at the **Marketing Yourself** assignment title and question(s) so you can prepare before completing and submitting the assignment.

- **Marketing Yourself 1: My Career Objective/My Brand Equity** 8/23
- **Marketing Yourself 2: My Personal SWOT/Industry Situation** 9/13
- **Marketing Yourself 3: My Industry Market Research** 9/27
- **Marketing Yourself 4: Positioning and Promoting Myself** 10/18
- **Marketing Yourself 5: Distribution and Salary Planning** 11/1
- **Marketing Yourself 6: Relationships/Social Responsibility** 11/15
These exercises should help you to formulate your career goals and personal marketing plan.

**Exams (30%)**

There are three exams in the course covering specified material in the text. Exam dates are **Sept 23, Oct 21 and Nov 11**. There is no comprehensive final exam. You must take your exams on these dates. You can take them as early as 5:00 am and must finish by 11:59 pm. Remember these dates and times. Be ready! Exams are open book and individual effort. The exams will be timed at **60 minutes**. Be sure to save your answers along the way. Once you start your exam, you have to finish it. You cannot stop and start as answers will not be saved resulting in a zero.

---

**Mimic Pro Simulation (21%)**

Beginning week three, you will work within a digital marketing team developing a digital campaign for an online camera retailer. The class teams will compete to deliver the digital marketing campaign that is most effective. All team members will get full credit for participating. The simulation will conclude on week eleven with a final session held during week twelve. The two winning campaign teams will earn extra credit in the course (1st place +3pts, 2nd place +2 pts)

Mimic Pro simulates real-world digital advertising/marketing platforms. At the end of the simulation you will receive a certificate of completion which will showcase the skills you have developed.

---

**Course Policies**

**E-MAIL:**

All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive official course correspondence at this email account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition, etc.) is the student’s responsibility.

**Attendance:**

I will verify your weekly activity by checking your engagement in the course. You are expected to stay active and engaged throughout the academic term and keep up with the schedule. Your full engagement in the class begins on the first day of the semester and should be maintained until the last assignment is submitted. For students receiving federal student loans, any lack of engagement in the course may be treated as non-attendance and potentially impact access to student loans in the future.

**Adding / Dropping:**

If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website.
Classroom or Online Behavior:
All participants in the course should be considerate of the other course participants and treat them (as well as their opinions) with respect. The class will operate under the assumption that any and all feedback offered is positive in nature and that the intentions of the person(s) providing feedback are strictly honorable. Insensitivity in this area will not be tolerated. If you have any questions about online communication, you should review the Fogelman College's Netiquette website.

Late Assignments:
Assignments and projects may be submitted anytime up to and including the date due. Please review all information in this syllabus for all due dates for formally assessed work. If your work is not submitted on time, the instructor reserves the option to deduct a percentage of the grade value for tardiness depending upon the circumstances and appropriate communication between the student and the instructor.

Reporting Illness or Absence:
Due dates and deadlines have been established for each graded assignment in this course. Please do not wait until the last day to submit assignments or to take exams. If an emergency should arise, it is the student responsibility to contact the instructor prior to the deadline to discuss the matter. An assignment deadline extension will be considered only if all of the following conditions are met: (1) extreme emergency and (2) instructor contacted prior to the due date.

Inclement Weather:
In the event of inclement weather emergencies, physical cancellation of classes at The University of Memphis is announced via local media or The University of Memphis Inclement Weather Hotline at 678-0888 or via TigerText, an emergency alert text messaging service to students, faculty and staff.
I do not anticipate cancellation of course assignments or exams due to the remote nature of this class, however, changes would be announced via email and newspost.

Syllabus Changes:
The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term, the instructor will immediately notify students of such changes both by email and news post notifying the nature of the change(s).

COVID-19 Information:
This FCBE website includes important considerations for students related to the ongoing COVID situations. https://www.memphis.edu/fcbe/faculty/covid_19_notice.php

Student Health:
Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu
Academic Integrity:

The University of Memphis has clear codes regarding cheating and classroom misconduct. Plagiarism, cheating and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly, through participation or assistance, are immediately responsible to the instructor of the class in addition to other possible disciplinary sanctions which may be imposed through the regular institutional disciplinary procedures. ([https://www.memphis.edu/osa/students/academic-misconduct.php](https://www.memphis.edu/osa/students/academic-misconduct.php))

Plagiarism:

Plagiarism is “stealing the ideas or words of another’s and passing it off as one’s own.” It includes using someone else’s work and not crediting the source properly. This means that anything published anywhere —including a Website— cannot be lifted and put in a paper with your name on it. For example, a discussion of the General Mills Company at the GM website cannot be copied and pasted into your report. This is plagiarism and will be treated as such. What you can do is rewrite the paragraph IN YOUR OWN WORDS. Another option is to use a sentence as is and put it in quotes and cite the source and page number. You MUST include the site name in your reference list regardless of how you use the information, as long as the information is in your report.

Your written work may be submitted to Turnitin.com or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com’s restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all.

Student Accommodations:

Students with accessibility issues or learning accommodation issues due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations.

Contact DRS at 901.678.2880 or at drs@memphis.edu ([https://www.memphis.edu/drs/index.php](https://www.memphis.edu/drs/index.php))

Students with Disabilities

Under Section 504 of the Rehabilitation Act and the Americans with Disabilities Act, qualified students with disabilities are entitled to equal access and opportunity to participate in all University programs, services and activities. A qualified student with a disability is one who has a physical or mental impairment that substantially limits one or more of the major life activities and who, with or without reasonable accommodation, meets the essential eligibility requirements for the programs, services and activities offered by the University. Please see me if you have a disability for which I need to make special arrangements for you.
**Student Resources:**

Students who need additional resources can visit the Dean of Students Office website at [https://www.memphis.edu/deanofstudents/crisis/index.php](https://www.memphis.edu/deanofstudents/crisis/index.php)

**Student Services:**

Please access the [FCBE Student Services](#) page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance