

• **Faculty Information**



Name: Tanya Griffith
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Phone: 432-335-6521
Office: SH 208

<i>Office Hours</i>	
Campus Office Hours:	Monday - Thursday 3:00 to 5:00 PM; Friday 10:00 to 12:00 noon
Online Office Hours:	Online Office Hours by Appointment

About Your Instructor

My name is Tanya Griffith and I will be your Instructor for the fall session. The following is just a little insight into my background ... I am a licensed CPA in both Wyoming and New Mexico, with a BBA in Business and Accounting, and a Master's degree in Education. I have worked in both the private and non-profit business sectors before pursuing my passion as an Instructor and Mentor in Higher Education. I look forward to working with each of you this semester.

Preferred Method of Communication:

You may contact me by e-mail using the following e-mail address; tgriffith@odessa.edu or by calling my office number 432-335-6521 during the above posted office hours. Be sure to check Blackboard regularly for announcements, including any changes to the course schedule due to instructor illness or conference attendance.

Expectations for Engagement for Instructor:

As an instructor, I understand the importance of clear, timely communication with my students. In order to maintain sufficient communication, I will

- provide my contact information at the beginning of the syllabus;

- respond to all messages within 24 hours if received Monday through Thursday, and within 48 hours if received Friday through Sunday; and,
- notify students of any extended times that I will be unavailable and provide them with alternative contact information (for me or for my supervisor) in case of during the time I am unavailable.

As an instructor, I understand that my students will work to the best of their abilities to fulfill the course requirements. In order to help them in this area, I will

- provide clear information about grading policies and assignment requirements in the course syllabus, and
- communicate any changes to assignments and/or to the course calendar to students as quickly as possible.

As an instructor, I understand that I need to provide regular, timely feedback to students about their performance in the course. To keep students informed about their progress, I will

- post grades for discussion postings within one week of the discussion thread closing.
- provide grades for major assignments within 2 weeks of the due date or at least 3 days before the next major assignment is due, whichever comes first.

• **Textbook Information and Required Hardware/Software**

Textbook(s):



Marketing 5th Edition with Connect Access; Grewel, D. & Levy, M.
Mc-Graw Hill/Irwin. ISBN 978-1259677205

This textbook with Connect access may be purchased from the Odessa College Bookstore or from an online book seller. Your instructor will provide instructions for registering and accessing the Connect Marketing site.

Hardware:

Students will need a reliable internet connection for this course and speakers to listen to video cases.

Software:

In addition to accessing Blackboard and Connect, students will need to have Adobe Reader for viewing PDF articles, Microsoft Word, Windows media player, and Firefox (preferably) for browsing the internet.

Websites:

Connect Course Link: <http://connect.mheducation.com/class/t-griffith-mrkg-1311-w01c-fall-2015-online>

• Information About the Course

Instructor's Comments for Course

This course is an overview of the field of study generally called Marketing. This course will help you make better decisions for your organization regarding how to best position and sell your company and its goods or services and yourself as a consumer. Be sure to read and follow the instructions found below and also for each assignment. To be successful in the course you should:

- allow plenty of time to do the assignments. The assignments are not designed to be done quickly. Set aside several hours each day to specifically work on this course.
- pay close attention to the due date for each lesson. There are penalties for late work.
- contact me via email at tgriffith@odessa.edu any time during the semester with questions, comments, or other issues regarding this course. I look forward to hearing from you. **REMEMBER ... Communication is one of the most important keys to success in an online learning environment.**
- grades will be posted to the student grade book within your Blackboard course.

Course Description

MRKG 1311.W01C Principles of Marketing (52.1401)(3-0) 3 credit hours. Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues. (ICOs 1, 2, 3, 4, 5, & 6)

Course Student Learning Outcomes

Upon successful completion of this course student will be able to

1. Identify the marketing mix components.
2. Explain the environmental factors which influence consumer and organizational decision-making processes.
3. Outline a marketing plan.

Course Prerequisites:

None.

Course Topics:

- Assessing the Marketplace
- Understanding the Marketplace
- Targeting the Marketplace
- Value Creation
- Value Capture
- Value Delivery: Designing the Channel and Supply Chain
- Value Communication

General Course Requirements:

Each lesson consists of multiple assignments:

1. Online quiz (Connect) - determining your comprehension of the material in the specific chapter or chapters of the book
2. Interactive activities - developing your skills in identifying the marketing mix components, explaining environmental factors which influence decisions, and outlining a marketing plan.
3. Discussion questions/case analysis - measuring your understanding of the specific topics addressed and developing critical thinking skills necessary to be successful in marketing your organization and targeting your consumers.

The course material is organized by weeks/chapters. You will find your course material by selecting this course, MRKG 1311.W1C, on your Blackboard homepage under the "Courses" tab. Click on the "Coursework" link in the table located on the left-side of your screen to find the appropriate week/chapter module for additional instructions, materials, discussions, and quizzes.

Before starting on Chapter 1 in your textbook, be sure to open the "Welcome! Start Here First!" module. Using links in this module will direct you to the Introduction Discussion, Course Syllabus Discussion, Book Resources, and Connect Instructions. **NOTE ... due dates for assignments, discussions, quizzes, and exams, etc... are found in the course syllabus, which includes the course schedule. Blackboard is set up on Central Standard Time (CST).** Your course work is expected to be submitted by the due date stated in the syllabus *before* 11:55 PM CST.

By the end of the first week of this course, class members will need to post a confirmation note to the Syllabus Discussion forum that you have read, discussed, understood, and accepted course expectations and policies regarding the course as outlined in the various sections of the syllabus. Should you have any questions, concerns, suggestions, or comments on elements of the syllabus, let us discuss them before the end of the first week so that we can start the course with clear expectations and a mutual agreement.

Class members are expected to complete all assignments on dates listed in the syllabus/course schedule. Most chapter exercises build upon one another, so do not skip around. A dropbox is created for each assignment not performed in Connect. Please upload your completed assignments to the dropbox in the format requested per the instructions.

You will receive a grade for each assignment. When answering essay and discussion questions, please use complete sentences and include an example from your own experience or that of a friend whenever possible. Points will be deducted for not providing examples or responding back to at least one class member in discussion posts.

The week of Monday, August 24 (first official day of instruction), please familiarize yourself with our Blackboard course website and Connect-McGraw Hill Campus site. Practice any specific task(s) with which you are unfamiliar. In short, get acquainted with the tools and the format of our online course, especially if this is your first online course.

Post any general questions regarding the course curriculum, syllabus, assignments, and related issues to the MRKG Q & A Discussion Board located in the MRKG Q & A Discussion module located by clicking on the Coursework link. You may want to check this area first before posting your questions. Oftentimes, similar questions may have been asked and the answers provided by class members. This medium is a peer-to-peer discussion forum.

- **Grading**

<i>Type of Assignment</i>	<i>Percentage/Points</i>	
Online Quizzes - Connect	20 %	
Discussions	15 %	
Case Analysis	15 %	
Video Cases - Connect	15 %	
Interactive Activities	10 %	
Group Project: Market Plan Outline	15 %	
Final Exam	10 %	
	100 %	TOTAL

Grading Scale:

“A” = 90-100

“B” = 80-89

“C” = 70-79

“D” = 60-69

“F” = 0-59

Evaluation Methods and Policy:

All lessons (assignments) have due dates. Assignments/projects may be turned in early. Late submission of assignments and projects may result in the deduction of points. One day late will be 10% off the total points available to earn, two days will result in 20% off, and 3 days will be 30% off. For example if the assignment is turned in on the 3rd day after the due date, the highest grade possible for that assignment is a 70. If the assignment/project is turned in 4 days late, no points will be earned. There will be no makeup work accepted after the 3rd day of a scheduled due date. Discussions and quizzes must be completed as scheduled and cannot be made up. Students should contact instructor regarding late assignments and arrangements made to submit late work.

Lessons will be available beginning the first day of class. Lessons are to be completed online. Some activities will be available through the Connect website. The lessons may only be submitted for grading once. If you experience technical difficulties, please contact me. Also, the McGraw-Hill website has user support including a computer diagnostic tool to make sure your computer is updated.

The projected cutoff for A's, B's, C's and D's is based on 90%, 80%, 70% and 60%, respectively. At the end of the semester these projected cutoff points will be adjusted (i.e. raised or lowered) in order to reflect the overall performance of the class. Thus the actual grade will not be known with certainty until after the semester is over.

Student's grades will be posted regularly to the Blackboard grade book. If an assignment is submitted before the due date, the lesson will be evaluated after the due date.

When answering essay and discussion questions, please use complete sentences and include an example from your own experience or that of a friend whenever possible. Points will be deducted for not providing examples or responding back to at least one class member in discussion posts.

Submitting Work if Your Computer Crashes:

If your computer goes down, you are still responsible for having the lessons to me by the due date.

- **Student Course Participation**

As a student, I understand that I am responsible for keeping up with the course. To help with this, I will

- identify alternative computer and internet access in case my primary computer crashes or my internet service is unavailable;
- recognize that the college provides free wi-fi and computer labs during regular campus hours to help me with accessing my course; and,
- understand that my instructor does not have to accept my technical issues as a legitimate reason for late or missing work if my equipment or service is unreliable.

As a student, I understand that it is my responsibility to communicate quickly with the instructor any issue or emergency that will impact my involvement with or performance in the class. This includes, but is not limited to

- getting “kicked off” of the system during tests or quizzes;
- having trouble submitting assignments; and
- dealing with a traumatic personal event.

As a student, I understand that it is my responsibility to understand course material and requirements and to keep up with the course calendar. While my instructor is available for help and clarification, I will

- seek out help from my instructor and/or from tutors;
- ask questions if I don’t understand; and
- access my course several times during the week to keep up with assignments and announcements.

As a student, I understand that I will have the opportunity to provide feedback on my experience in this course through an end-of-course Student Evaluation of Instruction (SEI).

• **Course Policies**

Disclaimer

This syllabus is tentative and subject to change in any part at the discretion of the instructor. Any changes will be in accordance with Odessa College policies. Students will be notified of changes, if any, in a timely manner.

Original Effort

The work submitted for this course must be original work prepared by the student enrolled in this course.

Digital Protocol

Cell phones must be placed on either *vibrate* or *silent* mode and are to be accessed in emergency cases only. The use of laptops or any other digital device is permitted in order to facilitate learning.

For online submissions, the electronic recording of the time on Blackboard will be considered the time of assignment submission. Take necessary steps to ensure that your assignments are submitted on “Blackboard” time. Back-up and/or additional copies of all assignments submitted is encouraged. **Computers/printers are available to OC students in the LRC (301-303); therefore, not having access to a computer due to technical issues (crash; corrupted files) will not be considered as an acceptable reason for not completing assignments.** If there is a loss of server connection with Odessa College due to maintenance, then an email will be sent to students with pertinent information and status reports. Assignments submitted electronically need to follow the file-type requirements provided by the instructor.

Attendance Policy

Students are expected to attend class regularly. Students are expected to log in to the online course at a minimum of once each week to read assignments, take quizzes, post to discussions, and upload completed homework. Missing class sessions is the same as not logging in to your online course, which may lower your grade because quizzes and discussions cannot be made up once a due date has passed.

Also note, the last date recorded for your course attendance will be based upon the final coursework you complete such as an exam/quiz or submission of homework and not on the last date you actually logged into the course.

Grade Inquiry

It is the responsibility of the student to keep track of assignment submissions and grades. At any point, you are welcome to meet with the instructor to discuss your academic progress. Contact the instructor to schedule an appointment.

General Course Requirements

1. Attend class and participate.
2. Contribute and cooperate with civility.
3. **Submit assignments and take quizzes/exams on time.**

Incomplete Policy

An 'Incomplete' grade may be given only if:

1. The student has passed all completed work
2. If he/she has completed a minimum of 75% of the required coursework. A grade of an "I" will only be assigned when the conditions for completions have been discussed and agreed upon by the instructor and the student.
3. An Incomplete form is submitted

• **Course Schedule**

(Tentative and Subject to Change)

<i>DATE</i>	<i>DESCRIPTION</i>	<i>OBJECTIVES</i>	<i>DUE</i>
<p>WEEK 1 8/24 - 8/30</p>	<p>WELCOME! START HERE FIRST! Module:</p> <p>Orientation - Post self-introduction, review syllabus, post syllabus acknowledgement, and explore the Blackboard course.</p> <p>WEEK 1 Module:</p> <p>Read Chapters 1, 2, and 3</p> <p>MC Quizzes Case Analysis Video Cases Interactive Activities</p> <p>Discussion: Topics as assigned</p>	<p>Getting Started</p> <p>Overview of Marketing</p> <p>Developing Marketing Strategies and a Marketing Plan</p> <p>Social and Mobile Marketing</p>	<p>8/30</p>
<p>WEEK 2 8/31 - 9/6</p>	<p>WEEK 2 Module:</p> <p>Read Chapters 4, 5, 6, and 7</p> <p>MC Quizzes Case Analysis Video Cases Interactive Activities</p> <p>Discussion: Topics as assigned</p> <p>Team Formation for Marketing Plan Project</p>	<p>Marketing <i>Ethics</i></p> <p><i>Analyzing the Marketing Environment</i></p> <p><i>Consumer Behavior</i></p> <p><i>Business-to-Business Marketing</i></p>	<p>9/6</p>

<p><u>WEEK 3</u></p> <p>9/7-9/13</p>	<p><i>WEEK 3 Module:</i></p> <p>Read Chapters 8, 9, and 10</p> <p>MC Quizzes Case Analysis Video Cases Interactive Activities</p> <p>Discussion: Topics as assigned</p> <p>Marketing Plan Part 1: Business Mission & Objectives and SWOT Analysis</p>	<p>Global Marketing</p> <p>Segmentation, Targeting, and Positioning</p> <p>Marketing Research</p>	<p>9/13</p>
<p><u>WEEK 4</u></p> <p>9/14-9/20</p>	<p><i>WEEK 4 Module:</i></p> <p>Read Chapters 11, 12, and 13</p> <p>MC Quizzes Case Analysis Video Cases Interactive Activities</p> <p>Discussion: Topics as assigned</p> <p>Marketing Plan Part 2: Segmentation, Targeting, and Positioning</p>	<p>Product, Branding, and Packaging Decisions</p> <p>Developing New Products</p> <p>Services the Intangible Product</p>	<p>9/20</p>
<p><u>WEEK 5</u></p> <p>9/21-9/27</p>	<p><i>WEEK 5 Module:</i></p> <p>Read Chapters 14 and 15</p> <p>MC Quizzes Case Analysis Video Cases Interactive Activities</p> <p>Discussion: Topics as assigned</p> <p>Marketing Plan Part 3: Marketing Mix</p>	<p>Pricing Concepts for Establishing Value</p> <p>Strategic Pricing Methods</p>	<p>9/27</p>

<p><u>WEEK 6</u></p> <p>9/28-10/4</p>	<p><i>WEEK 6 Module:</i></p> <p>Read Chapters 16 and 17</p> <p>MC Quizzes Case Analysis Video Cases Interactive Activities</p> <p>Discussion: Topics as assigned</p> <p>Marketing Plan Part 4: Evaluate Performance</p>	<p>Supply Chain and Channel Management</p> <p>Retailing and Omnichannel Marketing</p>	<p>10/4</p>
<p><u>WEEK 7</u></p> <p>10/5-10/11</p>	<p><i>WEEK 7 Module:</i></p> <p>Read Chapters 18, 19, and 20</p> <p>MC Quizzes Case Analysis Video Cases Interactive Activities</p> <p>Discussion: Topics as assigned</p>	<p>Integrated Marketing Communications</p> <p>Advertising Public Relations and Sales Promotions</p> <p>Personal Selling and Sales Management</p>	<p>10/11</p>
<p><u>WEEK 8</u></p> <p>10/12-10/14</p>	<p><i>WEEK 8 Module:</i></p> <p><i>Final Exam - Opens 10/12 and Closes on 10/14</i></p>		<p>10/14</p>

• **Student Learning Outcomes (SLOs)**

<p>Student Learning Outcome(s)</p>	<p>Core Objectives (CO's)</p>
<p>Identify the marketing mix components</p>	<p><i>Critical Thinking Skills</i> - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information (ICO 1)</p>
<p>Demonstrate competencies in written communication skills through essays and case analysis</p>	<p><i>Communication Skills</i> - to include effective development, interpretation and expression of ideas through written, oral and visual communication (ICO 2)</p>
<p>Explain the environmental factors which influence the</p>	<p><i>Empirical and Quantitative Skills</i> - to include the manipulation and analysis of</p>

<p>consumer and organizational decision making processes</p>	<p>numerical data or observable facts resulting in informed conclusions (ICO 3)</p> <p><i>Social Responsibility</i> - to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities (ICO 6)</p>
<p>Outline a Marketing Plan</p>	<p><i>Teamwork</i> - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal (ICO 4)</p> <p><i>Personal Responsibility</i> - to include the ability to connect choices, actions and consequences to ethical decision-making (ICO 5)</p>

- **Odessa College Policies**

Tuition Discounts

The “*First Course is Free*” discount waives standard tuition and fees for the first 3 credit hours taken at Odessa College. The discount applies to high school graduates taking their first class at Odessa College as well as transfer students taking their first class at Odessa College.

The “*Academic Progress Discount*” provides a 10% tuition discount upon completion of 30 credit hours until reaching 45 credit hours. It provides a 20% discount upon completion of 45 credit hours until reaching 60 credit hours. Student must maintain a 2.0 GPA to remain eligible for the discount.

Academic Policies

Note that the OC Student Handbook states (page 32) that “[i]n cases of academic dishonesty, the instructor has the authority to impose appropriate scholastic penalties. Complaints or appeals of disciplinary sanctions may be filed in accordance with the college due process procedure. Copies of the college due process procedure are available in the office of The Director of Student Life (CC104).”

For more information on your rights and responsibilities as a student at Odessa College, please refer to the following: *The 411 of OC: Student Handbook 2012-2013; Student Rights & Responsibilities* <http://www.odessa.edu/dept/studenthandbook/handbook.pdf>

Scholastic Dishonesty

Scholastic dishonesty shall constitute a violation of these rules and regulations and is punishable as prescribed by board policies. Scholastic dishonesty shall include, but not be limited to, cheating on a test, plagiarism and collusion.

"Cheating on a test" shall include:

- Copying from another student's test paper
- Using test materials not authorized by the person administering the test.
- Collaborating with or seeking aid from another student during a test without permission from the test administrator.
- Knowingly using, buying, selling, stealing or soliciting, in whole or in part, the contents of an unadministered test.
- The unauthorized transporting or removal, in whole or in part, of the contents of the unadministered test.
- Substituting for another student, or permitting another student to substitute for one's self, to take a test.
- Bribing another person to obtain an unadministered test or information about an unadministered test.
- "Plagiarism" shall be defined as the appropriating, buying, receiving as a gift, or obtaining by any means another's work and the unacknowledged submission or incorporation of it in one's own written work.
- "Collusion" shall be defined as the unauthorized collaboration with another person in preparing written work for fulfillment of course requirements. (Source: *Odessa College Student Handbook 2012-2013, page 29-30*)

Special Populations/Disability Services/Learning Assistance

Odessa College complies with Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. If you have any special needs or issues pertaining to your access to and participation in this or any other class at Odessa College, please feel free to contact me to discuss your concerns. You may also call the Office of Disability services at 432-335-6861 to request assistance and accommodations.

Odessa College affirms that it will provide access to programs, services and activities to qualified individuals with known disabilities as required by **Section 504 of the Rehabilitation Act of 1973 and Title II of the Americans with Disabilities Act of 1990 (ADA)**, unless doing so poses an undue hardship or fundamentally alters the nature of the program or activity. Disabilities may include hearing, mobility or visual impairments as well as hidden disabilities such as chronic medical conditions (arthritis, cancer, diabetes, heart disease, kidney disorders, lupus, seizure disorders, etc.), learning disabilities or psychiatric or emotional disabilities. A student who comes to Odessa College with diagnosed disabilities which may interfere with learning may receive accommodations when the student requests them and submits proper documentation of the diagnosis. A Request for Accommodations form and guidelines for beginning the request process are available in the OC Help Center or on the Odessa College web site at <http://www.odessa.edu/dept/counseling/disabilities/index.htm>. The college strives to provide a complete and appropriate range of services for students with disabilities such as assistance with testing, registration, information on adaptive and assistive equipment, tutoring, assistance with access and accommodations for the classroom where appropriate. For

information regarding services, students with disabilities should contact the Office of Disability Services in the OC Help Center located in Room 204 of the Student Union Building or call 432-335-6433. (Source: *Odessa College Catalog of Courses 2012-2013*, page 52)

Dropping a Course or Withdrawing from College

Students wishing to drop a non-developmental course may do so online using WebAdvisor, at the Wrangler Express, or Registrar's Office. A student wishing to drop a developmental course or withdraw from college should obtain a drop or withdrawal form from the Wrangler Express or the Registrar's Office. Students are encouraged to consult with instructors prior to dropping a class. Students may not completely withdraw from the college by use of the Web. Students must drop a class or withdraw from college before the official withdrawal date stated in the class schedule. Students who are part of the Armed Forces Reserves may withdraw with a full refund if the withdrawal is due to their being ordered into active duty. A copy of the student's orders must be presented to the Registrar's Office at the time of the withdrawal. For details, please contact the Office of the Registrar. **No longer attending class does not automatically constitute withdrawal from that class, nor does a student's notification to an instructor that the student wishes to be dropped. Failure of a student to complete the drop/withdrawal process will result in a grade of "F."** (Source: *Odessa College Catalog of Courses 2012-2013*, page 36)

Accrediting

Odessa College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate degrees and certificates. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Odessa College. General inquiries about Odessa College, such as admission requirements, financial aid, educational programs, etc., should be addressed directly to the College and not to the Commission's office.

• Student Support Services and Technical Support

Blackboard Support

I can't log into my Blackboard Course, who do I contact?

Contact the Student Success Center: 432-335-6673 or online at https://www.odessa.edu/dept/ssc/helpdesk_form.htm. The SSC can provide you with your Blackboard login name. If you are not sure what your password is, they can reset your password.

I'm having a problem in my Blackboard Course, who do I contact?

For any problem that you have in your online course, always contact your Instructor first. Refer to the Instructor's Contact Information area of the Syllabus for their preferred method of contact and the expected response time.

Additional Blackboard Help Resources:

Service	Assistance Provided	Available
Blackboard Help for Students	Website with a searchable list of topics on how to navigate and use Blackboard for online courses.	Online Click here.
Blackboard On Demand Learning Center for Students	This website provides an extensive list of short tutorial videos for student activities performed in Blackboard.	Online Click here.
Blackboard Collaborate: First Time Users	If you have never used Blackboard Collaborate before, this website provides a system requirements check, configuration instructions, and training and resources area.	Online Click here.
Blackboard Collaborate: Essentials for Participants	This website provides essential information for Participants of Collaborate sessions. Any Collaborate user, whether first-time or experienced, would benefit from reviewing the information here.	Online Click here.

Student E-mail Support

How do I set up, access, or update my Odessa College Student E-mail account?

Go to this website and follow the directions on the page: <http://www.odessa.edu/gmail/>.

I can't access my student email! I forgot my password!

Contact the Student Success Center: 432-335-6673 or online at https://www.odessa.edu/dept/ssc/helpdesk_form.htm. They can provide you with assistance in accessing your student email (created by OC) and can also assist with resetting your student email password. Make sure to have your student ID number available!

Your Blackboard login name is associated with your OC created student email account. All Correspondence for this course will be submitted using your Odessa College student email address.

Support for Students with Disabilities

How do I contact the Office of Special Populations?

Main Number	432-335-6861
Campus Location	SUB 204N in the Student Union Building
Email	Becky Rivera-Weiss - brivera@odessa.edu
Website	To find out more about services provided by the Special Populations office, please visit: http://www.odessa.edu/dept/counseling/disabilities/index.htm

Learning Resources Center (LRC; Library)

How do I contact the Learning Resource Center?

Main Number	432-335-6640
Email	library@odessa.edu
Campus Location	1 st floor of the Learning Resource Center (LRC)
Website with Additional Help and Information	http://www.odessa.edu/dept/library Ask a Librarian: https://www.odessa.edu/dept/library/askalibrarian.htm

Equipment and Services Provided:

The Murry H. Fly Library, located in the Learning Resources Center, is a full-service academic library whose mission is to provide research and other educational resources to the Odessa College community.

Super Search, the library's centralized search engine, offers easy access locating materials in the library's collection. The following resources are available through the library.

- **Books, Videos, CDs** – 30,000+ books and 4,000+ media holdings
- **Ebooks** – 50,000+
- **Specialized databases** for current students – 60+
*Remote access requires OC login
- **Magazines, newspapers, & scholarly journals**
- **Interlibrary loan services** of material from participating Texas libraries

- **Online Tutorials**
*Tips for research strategies
- **Computers for online research, homework, and printing**
- **Selected textbooks** for short-term use in the library only
- **Photocopier and FAX service** – There is a charge associated with these services
- **VHS/DVDs** – in library use only
- **Quiet study rooms** for individual and group study
*Must check in at the main desk
- **Larger meeting rooms** – for events, educational workshops, and group computer use.
Reservations required

TUTORING SERVICES

Odessa College provides tutoring services to assist students in meeting their academic and career goals. The College strives to provide new and updated resources and services at no charge to OC students. Computers provide Internet access, Microsoft Office, and software resources to assist OC students in improving their reading, writing, and mathematical skills.

Appointments are preferred, but walk-ins are accepted as availability allows. Tutoring services are offered in a number of locations on and off campus. For more information or to make an appointment:

- **Student Success Center**, located in the Learning Resources Center, provides support for a variety of academic subjects as well as TSI test prep, AVID, study skills training, workshops, assistance with Blackboard, student email, OC portal, student orientation tours, and more.

Main Number	432-335-6878
Email	studentsuccesscenter@odessa.edu
Campus Location	1st floor of the Learning Resources Center (LRC)
Website with Additional Help and Information	http://www.odessa.edu/dept/ssc/
Live Online Chat Assistance	Click Here Subject to availability. <i>(If no one is currently available, call or email)</i>

- **Math Lab**, located on the second floor of the Wood Math and Science building, provides

support for all math-related tutoring

Math Lab Main Number	432-335-6537
Email	mymathlab@odessa.edu
Campus Location	Wood Math and Science building, Room 201
Website with Additional Help and Information	http://www.odessa.edu/dept/ssc/math_lab.htm Provides support for all math related tutoring

- **Synapse Lab**, located on the third floor of the Wood Math and Science building, provides support for all science-related tutoring

Synapse Lab Main Number	Coming soon
Email	SynapseLab@odessa.edu
Campus Location	Wood Math and Science building, Room 308
Website with Additional Help and Information	http://www.odessa.edu/dept/biology/tutoring.htm Provides support for all science related tutoring

- **Writing Center**, located on the first floor of Wilkerson Hall, provides support for all writing-related tutoring

Writing Center Main Number	Coming soon
Email	writingcenter@odessa.edu
Campus Location	Wilkerson Hall, 106
Website with Additional Help and Information	<u>Coming soon</u> Provides support for writing related tutoring

- **Offsite tutoring services** are available in the Rodeo and Agriculture Graham Center located in Gardendale
- **Online tutoring** is available 24/7 through Upswing, which will start Fall II, a web-based, student-friendly service

Veterans Support

How do I contact the office for Veteran's Outreach?

<i>Main Number</i>	432-335-6833
<i>Campus Location</i>	204M (Help Center) in the Student Union Building
<i>Email</i>	Gloria Rangel - grangel@odessa.edu
<i>Website</i>	To find out more about services provided by the Veteran's Outreach office, please visit: http://www.odessa.edu/dept/counseling/veterans/index.htm