

**Alma Mintu-
Wimsatt**

**MKT 573
Spring, 2015**

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Office: BA 327
Office Hours:
Teleconference M-
F 9:00-1:00 p.m.
or by appointment
in Commerce
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Time Zone Used Please note that MKT 573 schedule will be based on Central or TX Time (CT). We will be using CT as the default for opening and closing times/dates/deadlines. Please make the necessary adjustments if you are in a different time zone.

Student Conduct Texas A&M-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

General Policies **Dr. Mintu reserves the right to administratively drop any student who for Dr. Mintu's does not log into the class web site for five consecutive days after the Web-Based MKT course officially starts (1/20/2015).** Students are expected to be timely and responsive. *If you think that the set-up of this specific course will not work with your own schedule/style, please reconsider your enrollment and look for another option.*

Dr. Mintu urges registered online students to familiarize themselves with eCollege by going through the student tutorial process (i.e., see your Homepage). This will ensure that each student will have sufficient knowledge on how to accomplish the requirements of the course. It is NOT Dr. Mintu's responsibility to teach students on how eCollege works. Dr. Mintu assumes that each student has a working knowledge of eCollege and has access to their e-mail address.

For students who encounter technical problems, please contact the eCollege

Help Desk, available 24 hours a day, seven days a week. The Help Desk can be reached by sending an email to helpdesk@online.tamuc.org or by calling 866-656-5511. Additionally, you can click on the "Help" button located at the top of each page for more information.

**Academic
Honesty Policy**

All students are required to read, sign (electronically - meaning that you type out your name) and date TAMU-C's Academic Honesty Policy. Be sure to upload the signed copy to your "Drop Box." This is designated as such in your dropbox. Do not email your submission to me.

The AHP will be e-mailed to you as an attachment by Dr. Mintu during the first day of class. It can also be found under your "Doc Sharing" tab. The AHP has to be returned immediately during the first week of class.

**Course
Overview/Description**

This course hopes to keep our MBA students in the cutting edge of today's marketing practices. This class will explore the opportunities and challenges presented by the Internet on Marketing.

This Internet Marketing course focuses on the nature of the Internet and its impact on the elements of marketing. This is, perhaps, currently one of the most exciting and dynamic areas in business.

The course has the following primary objectives. These include:

1. To understand the basic principles of Internet Marketing within the context of the marketing mix.
2. To understand the legal issues relating to Internet Marketing.
3. To understand the current dynamics in the business environment and how it impacts the practice of Internet Marketing.
4. To expose students to various companies, websites and their e-business models.

This class will primarily rely on CURRENT popular press publications. Students will need to use several search engines for discussion/case/exercise purposes.

IMPORTANT: There seems to be a STRONG belief among many students that web-based classes are easier than traditional face-to-face classes. This is not true at all – especially in Dr. Mintu's class!!!

For this MKT 573 course, you will find that the schedule we will follow is quite rigorous; a degree of structure has been established; students are expected to keep up with the course's requirements; and, the exams are

challenging.

All deadlines are absolute and no extra credit is awarded. A detailed syllabus is provided for your direction. Students are strongly advised to keep a hard copy of this syllabus handy at all times. E-mail Dr. Mintu (preferred) or use the Virtual Office for additional questions you may have.

Please read and review this syllabus carefully. *If you think that the set-up of this specific course will not work with your own schedule/style, please reconsider your enrollment and look for another option.* If you intend to drop this course, please make sure that all administrative requirements for dropping are completed. Otherwise, if your name appears in the class roster at the time grades are to be submitted - you will receive an "F."

**Textbook and
Other Resource
Materials**

There is NO required textbook for MKT 573. Instead, we will use a variety of external sources. This will mean that students would have to conduct extensive research - particularly in the mainstream business literature. A Reading List has been provided in the next section (under Reading Materials). All these articles are available using TAMU-C library's electronic databases. It is the student's responsibility to conduct the necessary search for the citations provided. If you are unfamiliar with how to use the library's databases to search for articles, review the "Looking for journal articles" guide uploaded in Doc Sharing.

Business magazines such as Forbes, Marketing News and Bloomberg Businessweek will also prove to be very beneficial. The library will have these magazines as well. Specifically for Bloomberg Businessweek (formerly known as Business Week) and Forbes articles, if you are searching using their website - Businessweek.com & Forbes.com, note that dates/title may vary from the hard copy reference provided in your syllabus. However, if you use the library's electronic database - then the provided citation should be accurate.

Marketing News and Marketing Management, published by the American Marketing Association, are journals that you can access using the library's database. If you do not access these journals using the library, membership will be required by AMA. By utilizing the library's databases, you will NOT have to pay to get a copy of articles referenced in your syllabus.

Dr. Mintu has included the library link in your eCollege tab for easy access. If you encounter library-related issues (especially for students residing abroad or will be accessing the library database from abroad), please contact:

Sarah H. Northam
Research & Instruction

TAMU-Commerce Libraries
Sarah.Northam@tamuc.edu
(903) 886-5714

Reading Materials These articles can be accessed using the library's electronic databases except for a couple of articles that Dr. Mintu has uploaded in Doc Sharing.

Introduction:

Porter, M. (2001), "Strategy and the Internet," Harvard Business Review, March, 2001, p.63-69 [end-of-article].

Rohm, A & F. Sultan (2004), "The Evolution of E-Business," Marketing Management, Jan.-Feb., p. 32-40.

Mullaney, T. (2004), "E-Biz Strikes Again," Bloomberg Businessweek, May, 10, p. 80-85.

Internet Marketing:

"How Companies are Marketing Online: A McKinsey Global Survey," The McKinsey Quarterly, July, 2007 (Uploaded in Doc Sharing).

Eisingerich, A. & K. Tobias (2008), "In E-Commerce, More is More," Harvard Business Review, March, p. 20-25.

Reichheld, F. & P. Scheffer (2000), "E-loyalty," Harvard Business Review, July-August, p. 105-115.

Product:

"Beyond .Com: The Internet's New Frontier," Marketing News, December, 2013, p. 18-25 (Uploaded in Doc Sharing - issue not in library).

Birkner, C. (2012), "Master of Your Domain," Marketing News, Feb. 29, p. 20-25.

Chiahouris, L. & B. Wansley (2000), "Branding on the Internet," Marketing Management, Summer, p. 35-45.

Brustein, J. (2014), "All You Need to Know About Net Neutrality," Bloomberg Businessweek, Oct. 20-26, 2014, p. 28-35.

Place:

Johnson, T. & D. Griffith (2002), "5 Steps to Online Success," Marketing

Management, Sept.-Oct., p. 34-eoa.

Vance, A. (2013), "The Man Who Ate the Internet," Bloomberg Businessweek, May 13-19, p. 58-eoa.

Weber, J. & A. Palmer (2005), "How the Net is Remaking the Mall," Bloomberg Businessweek, May 9, p. 60-eoa.

Promotions:

Korosec, K. (2012), "Content Creation," Marketing News, Feb. 29, p. 8-eoa.

Weise, K. (2011), "Spam Works," Bloomberg Businessweek, Dec. 12-18, p. 78-eoa.

McGregor, J. (2004), "It's a Blog World After All," Fast Company, April, p. 84-eoa.

Price:

Sinha, I. (2000), "Cost Transparency," Harvard Business Review, March-April, p. 43-eoa.

Baker, W. M. Marn & C. Zawada (2001), "Price Smarter on the Net," Harvard Business Review, February, p. 122-eoa.

Social Media:

Constantinides, E & S. Fountain (2008), "Web 2.0: Conceptual Foundations & Marketing Issues," Journal of Direct, Data & Digital Marketing Practice," Vol 9 (3), p. 231-eoa.

Moorman, C. (2011), "Integrating Social Media," Marketing Management, Winter, p.16-eoa.

Vance, A. (2012), "The Making of 1 Billion," Bloomberg Businessweek, Oct. 8, p. 64-eoa.

Ramnarayan, S. (2012), "Why Social Media is Not Free," Marketing Management, Summer, p. 19-eoa.

"Hashtags and Infographics and Videos! Oh My!" Marketing Insights (Uploaded in Doc Sharing)

Course Schedule The following schedule has been provided for your convenience.

Week	Dates	Topics/Due Dates
Week #1*	Jan. 20- Jan. 23	<p>Introduction -</p> <ul style="list-style-type: none"> • Historical perspective • Impact of the Internet on marketing <p>E- Commerce and the Internet -</p> <ul style="list-style-type: none"> • Dot.com boom • What caused the bust? • Role of the Internet during the recession • What the web didn't deliver <p>Discussion Forum:</p> <p>Topic (1) Introduce yourself;</p> <p>Topic (2) Questions on course requirements;</p>
Week #2*	Jan. 25- Jan. 29	<p>Internet Marketing and B2C - The CUSTOMER</p> <ul style="list-style-type: none"> • Business-to-consumer model (B2C) • Target marketing • Who is your online customer? • CRM - Customer Relationship Management <p>Discussion Forum:</p> <p>Topic (1) What the Web Didn't Deliver (Bloomberg Businessweek, June 24-30, 2013, p. 10-eoa [end-of-article])</p>
Week #3**	Feb. 1- Feb. 4	<p>Case #1: "It's Pinterest - For Dudes" (Bloomberg Businessweek, April 29-May 5, 2013, p. 63-eoa)</p> <p>Case #1 due by noon CT on Feb. 4th</p> <p>Discussion Forum:</p> <p>Topic (1) Case #1 & some discussion of the Superbowl Commercials</p>
Week #4	Feb. 8- Feb. 11	<p>PRODUCT</p> <ul style="list-style-type: none"> • Brand & trademark management • Adding value to your product • Legal issues - privacy, branding, Net Neutrality <p>Discussion Forum:</p> <p>Topic (1) Protecting Your Brand as the Internet Expands</p>

		(Marketing News, Nov., 2013, p. 30-eoa; Article uploaded in Doc Share - issue not in library)
Week #5	Feb. 15- Feb. 18	Case #2: "A 'Revolutionary' Rebrand" (Marketing News, May, 2013, p. 8-eoa). Case #2 due by noon CT on Feb. 18th Discussion Forum: Topic (1) Case #2
MIDTERM	Feb. 22- Feb. 25	MIDTERM - Materials covering the readings & discussion articles from Weeks #1-#5 Due by noon CT on Feb. 25th
Week #6	Mar. 1- Mar. 4	PLACE <ul style="list-style-type: none"> • Getting the product to the consumer • E-tailing vs. bricks-and-mortars • Where are all the salespeople? • Customer experience Case #3: "Transaction Denied" (Bloomberg Businessweek, April 7, 2014, p. 90-eoa) Case #3 due by noon CT on Mar. 4th Discussion Forum: Topic (1) Case #3
Week #7	Mar. 8- Mar. 11	Discussion Article - iTunes: The Overstuffed Adolescent (Bloomberg Businessweek, April 29-May 5, 2013, p. 33-eoa) Discussion Forum: Topic (1) iTunes article
Springbreak	Mar. 15- Mar. 18	Enjoy your break - No discussion
Week #8	Mar. 22- Mar. 25	PROMOTIONS <ul style="list-style-type: none"> • It's all about communications • Creating buzzing websites • Spams & blogs • Web ad privacy

		<p>Discussion Forum:</p> <p>Topic (1) Relevant, Real-Time and Ready to Act (Marketing News, April, 2013, p. 14-eoa)</p>
Week #9	Mar. 29- April 1	<p>Case #4: "Deal With It" (Fast Company, May, 2013, p. 92-eoa)</p> <p>Case #4 due by noon CT on April 1st</p> <p>Discussion Forum:</p> <p>Topic (1) Case #4</p>
Week #10	April 5- April 8	<p>PRICE</p> <ul style="list-style-type: none"> • Are Internet prices cheaper? • Pay-for-clicks • Auction houses • Taxation <p>Case #5: "It's Time to Start Taxing E-Commerce" (Bloomberg Businessweek, April 29-May 5, 2013, p. 8-eoa)</p> <p>Case #5 due by noon CT on April 8th</p> <p>Discussion Forum:</p> <p>Topic (1) Case #5</p>
Week #11	April 12- April 15	<p>Discussion Article - Cost Transparency (Harvard Business Review, March-April, 2000, p. 43-eoa)</p> <p>Discussion Forum:</p> <p>Topic (1) Cost Transparency</p>
Week #12	April 19- April 22	<p>SPECIAL TOPICS: Internet Marketing & Social Media</p> <ul style="list-style-type: none"> • How important is social media? <p>Case #6: "Snapchat and the Right to be Forgotten" (Bloomberg Businessweek, February 11, 2013, p. 42-eoa)</p> <p>Case #6 due by noon CT on April 22nd</p> <p>Discussion Forum:</p> <p>Topic (1) Case #6</p>
Week #13	April 26-	<p>Discussion Article - Integrating Social Media (Marketing</p>

	April 29	Management, Winter, 2011, p. 16-eoa) Discussion Forum: Topic (1) Integrating Social Media
FINAL	May 3- May 6	FINAL - Materials covering the readings & discussion articles from Weeks #6-#13 Due by noon CT on May 6th

Footnote:

* Irregular schedule because it is the first two weeks of classes and the MLK holiday.

** First week of the 4-day Sunday (12:01 a.m.) to Wednesday (11:59 p.m.) discussion cycle

Schedule Details - Please note that access to eCollege for Spring, 2015 will start January 20th. This is a default setting beyond the control of Dr. Mintu.

LECTURE NOTES:

Since there is no textbook for this course, students are expected to conduct their own research. To guide you in your research, ALL lecture notes for MKT 573 will be open for access and review during the first day of class – January 20th. This will give you ample time to look at the case and discussion questions, conduct the necessary research, and raise questions for clarification purposes.

DISCUSSION:

Discussions will be open for review and posting for four days as indicated in your syllabus – except for Weeks #1 and #2 (see your course schedule). The weekly cycle runs from 12:01 a.m. Sunday to 11:59 p.m. Wednesday CT. After the deadline, discussion postings will be available on a "READ ONLY" basis.

It is the responsibility of each student to keep track of the course schedule. Any student who will not be able to log into the class web site for more than seven days (i.e., because of an extended business trip or other extenuating situation) should contact Dr. Mintu in advance to avoid an inadvertent drop from the course.

Lectures Each relevant topic area in MKT 573 is indicated in **bold and all caps**.

Typically, a topic (i.e., Internet Mkt, Product, Place, Promotion, Price, Place & Socila Media) is complemented with a Case and an Article Discussion.

A "Lecture" tab can be found for each week noted in your syllabus. Each Lecture tab will contain the following:

(1) Relevant notes and references for the designated topic. You can cross check notes and references with the Reading Materials noted above.

(2) Case study analysis and weekly discussion questions for the given week. For example, Week #2's lecture tab will include the discussion questions for Week #2. Under Week #3's lecture tab, you will find Case Study #1's analysis and discussion questions.

Case Analysis Just like in traditional face-to-face classes, MKT 573 students are expected to be able to effectively communicate their ideas and opinions in class using case studies. Students will analyze 6 current Internet Mkt trends, cutting edge topical areas and/or companies.

For each assigned case, questions will be provided for students to analyze and submit. Case analysis questions will be different from the discussion questions. These case questions can be found under the 'Lecture' tab for the designated Week. For example, Case Analysis Questions for Case Study #1 can found in Week #3's lecture tab.

Each student will be required to submit a 1-page (page restriction will be strictly observed) single-spaced type-written case analysis (TEXT only, not including references or title page). Text written after the 1st page will not be read nor graded. References should be included in a separate page, if utilized. To guide you in your case analysis, be sure to read the appropriate lecture notes and/or readings (see Reading Materials). The discussion questions (for posting purposes) will also help you frame your analysis. Each case study is worth 20 points.

To submit your analysis, be sure to upload your work in the designated "Drop Box." Check the schedule for deadlines - all cases are due by noon CT of the due date. Each case is worth 10 points. **Cases are due by NOON Central Time on the 4th day (Wednesday). No late submissions!** Dr. Mintu will typically have your cases graded and comments available within 24-48 hours after the deadline.

Cases will be evaluated base on the following:

- (1) Use of research facts to validate your recommendations/suggestions - 10 points
- (2) Integration of previous and/or current lectures' concepts into the analysis. - 10 points

Grading Rubric: 20 points

Criteria:	Needs improvement	Proficient	Exemplary
Use of existing case facts	Student did not effectively use case information in the analysis. 0-3 points	Student identified & utilized some case information in the analysis. 4-6 points	Student identified & effectively utilized relevant case information in the analysis. 7-10 points
Integration of relevant concepts	Student did not demonstrate the ability to integrate current/previous concepts & readings in the analysis. 0-3 points	Student utilized readings & related some concepts currently/previously discussed in the class. 4-6 points	Student utilized readings & effectively integrated concepts currently/previously discussed in class. 7-10 points

IMPORTANT: All submissions have to be in Word 2010 format or earlier. Any work submitted that cannot be opened/read by your instructor will NOT be graded and awarded a zero.

IMPORTANT CASE SUBMISSION RULES:

1) Be sure to type and save your case submissions in Word document form (using Office 2010 or earlier) – page limit of 1 page is to be strictly followed. You will be penalized (at least 5 points worth of deduction) if the page limit is not followed.

2) To submit your case, go to “Dropbox” and upload the case by using the appropriate case title. Proper case submission process is critical to ensure timely grading. Failure to assign proper “Dropbox” association will result in significant delays OR your case submission may NOT be graded!

3) Format - The Question and Answer (Q & A) format is preferred by Dr. Mintu. This will ensure that she does not overlook any of your responses. If using references, make sure it is properly cited APA style.

4) All case submissions have to be in Word 2010 format or earlier. Any work submitted that cannot be opened/read by Dr. Mintu will NOT be

graded and awarded a zero.

Discussion Postings

The discussion forum will comprise your participation grade. It is intended to help students interact with each other and learn from each other's opinions/insights including Dr. Mintu's. The objective of the forum is to create critical and sophisticated discussion on relevant and interesting topics. Discussion questions will be provided by Dr. Mintu and can be found at the end of the lecture notes.

A total of 50 pts. is available as your discussion grade to be determined by Dr. Mintu at the end of the semester. You are welcomed to *periodically* check with Dr. Mintu the status of participation grade (especially around the mid-term). An e-mail will be sent to the class regarding your participation grade prior to taking the midterm. Please note that your discussion grade is "weighted" like your exams. There is NO MAKE-UP for missed discussion postings. Participation grade will be posted on or before you take your final exam.

Each week, Dr. Mintu will outline 3-5 questions found at the end of your Lecture notes. These questions are designated as 'discussion questions.' You are expected to answer at least 3 of these discussion questions and post your answers during the discussion as one thread (do not post answers to each question separately). You are also expected to interact at least twice with your colleagues and/or Dr. Mintu throughout the discussion cycle. Dr. Mintu will interact/add other queries throughout the duration of the weekly discussion as well.

The discussion board will be open on Sundays by 12:01 a.m. and terminate by 11:59 p.m. on Wednesday (or around midnight) – all on Central Time except for Weeks #1 & 2. Once the discussion threads are closed - your only access to the discussion will be on a "Read Only" basis.

REQUIREMENT: The MINIMUM weekly requirement is as follows:

Posting #1 - Answer at least 3 topic questions found at the end of your lecture notes (post as one thread);

Posting #2 - Interact during the 4-day discussion cycle either by responding to your colleagues' and/or Dr. Mintu's postings;

Posting #3 - Interact during the 4-day discussion cycle either by responding to your colleagues' and/or Dr. Mintu's postings.

Grading rubric: 50 points

Disengaged	Acceptable	Commendable	Completely engaged
Student doesn't fulfill the	Student fulfills	Student answers more than 3	Student provides substantive

minimum requirement	the minimum requirement	discussion questions & interacts more than twice per discussion cycle	contributions & actively engaged <i>throughout</i> each 4 day discussion cycle
< 35 points	35 points	36-44 points	45-50 points

The quality of your postings, the number of answered questions, and sub-thread responses posted per week throughout the semester will determine how close to 50 points a student can obtain. Note that for Week #1, the minimum will not apply.

It is critical that students read ALL the postings for each topic. This will ensure that you not only respond to Dr. Mintu's weekly topic questions as well as her additional comments during the discussion, but to your colleagues' comments as well. Also, it will help in ensuring against anyone plagiarizing your work .

IMPORTANT POSTING RULES:

- 1) Postings may be a few sentences or a couple of paragraphs in length. The key to a quality post is that it provides clear analysis and insight into the topic or questions. Dr. Mintu carefully reads each of your postings and may respond directly to you regarding your comments.
- 2) Note that long-winded postings are not necessary. Shoot for quality rather than quantity.
- 3) In the past, Dr. Mintu has encountered plagiarism among students (copying each others' postings). Please note that TAMU-C has explicit rules regarding plagiarism and will be subject to penalties. Students are advised to carefully read everyone's postings to ensure that no one has plagiarized your answer.
- 4) Students with very FEW or NO SUBSTANTIVE postings will not receive any credit.
- 5) Proof read your postings - eliminate any offensive references, poor sentence syntax, misspelled words, etc. Keep errors to a minimum.
- 6) No make up is provided for missed discussion postings. Students who fail to comply with the minimum requirement will receive an email from Dr. Mintu.

7) Be sure to cite references when utilized.

8) Discussions are on a 4-day cycle - Sunday 12:01 a.m. to Wednesday 11:59 p.m. When discussions are closed - students are allowed to "READ ONLY."

9) Have a sense of humor.

10) Dr. Mintu will be very much engaged in all weekly discussions. She expects the same from her students. At the end of each cycle, you will receive a feedback e-mail summarizing the week's discussion.

Exams There will be two exams in this class: Midterm and Final. Please note that the Final exam is NOT a comprehensive exam. Each exam is worth 50 points. The time limit for each exam is TWO HOURS. Exams are due by NOON Central Time on the 4th day (Wednesday).

The exams will cover all lecture notes, reading materials, discussion and cases. Since your lecture notes are based on the Reading Materials provided, I strongly advise that you read these articles carefully. Sample questions and exam guidelines will be provided the week before the exam.

The exam will be comprised of two parts:

10 items - True/False (but you need to justify your "false" answers) (20 points)

4 essay questions (30 points)

Grade Components Two exams 100 points

6 Cases 120

Discussion 50

TOTAL 270 points

The assignment of letter grades will follow TAMU-C's policy unless a "curve" is imposed by Dr. Mintu (in previous semesters, there has been NO curving of grades for MKT 573). That is, 90% is the cut-off for an A, 80% for a B; 70% for a C, etc. No extra credit is available for MKT 573.

NETIQUETTE: Student Guidelines *Netiquette* is the new way of defining professionalism through network communication. Students who violate proper Netiquette will be administratively dropped by Dr. Mintu from the course.

Here are some Student Guidelines for the class:

- Do not dominate any discussion.

- Do not use offensive language.
 - Never make fun of someone's ability to read or write.
 - Use simple English.
 - Use correct spelling and grammar.
 - Share tips with other students.
 - Keep an "open-mind" and be willing to express even your minority opinion.
 - Be aware of the University's Academic Honesty and Student Conduct Policies.
 - Think before you click the "Send" button.
 - Do not hesitate to ask for feedback
-

What to Expect From Dr. Mintu

I am sure most of you have asked around about Dr. Mintu's class. Many of you are my former students. Some of you will enjoy the class (specially if you like a more practical approach) and some of you won't. Regardless, be cognizant of the fact that I am stickler for schedules and deadlines.

1) All questions and/or comments regarding the class should be directed to Dr. Mintu as soon as possible via e-mail or at her virtual office. In case of emergency, call her on the number indicated. Dr. Mintu **REGULARLY** checks her e-mail – so you can expect a prompt response. Therefore, each student should always check his/her e-mail account regularly. **Dr. Mintu will attempt to respond to your e-mails within 24 hours, EXCEPT during the weekends.**

2) Occasionally, current events may occur that have great relevance to marketing. E-mails may be sent to the class with additional questions for discussion.

3) Dr. Mintu grades **ALL** your submissions herself. Typically, your submissions will receive her feedback (i.e., grades/comments) within 24-48 hours after the deadline.

4) Dr. Mintu will also send (constant) reminders regarding the upcoming class schedule – particularly deadlines. Upon the completion of each Weekly discussion, the class will receive a feedback email recapping the discussion. Always check your MyLeo account.

5) Always check the "Course Announcement" section (main student screen) for updated announcements. Dr. Mintu updates this page on a regular basis.

6) Dr. Mintu is very engaged in all her courses. She expects the same from her students.

Students with Disabilities: Students with Disabilities:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce

Gee Library- Room 132

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

StudentDisabilityServices@tamuc.edu