Course title: Consumer Behavior—MARK 3340. 90L  
Semester: Fall, 2018  
Instructor: Dr. Xiaojing Sheng  
Office: ECOBE 211J  
Email: xiaojing.sheng@utrgv.edu

Office hours: Online or by appointment  
Phone: 956.665.3317  
Fax: 956.665.2085

Required Textbook

Learning Goals

<table>
<thead>
<tr>
<th>BBA in Marketing Goal</th>
<th>Whose Goal?</th>
<th>In this course:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge in the functional area of business (i.e., marketing)</td>
<td>Major &amp; College</td>
<td>☑️</td>
</tr>
<tr>
<td>Strong communication skills</td>
<td>Major &amp; College</td>
<td>☑️</td>
</tr>
<tr>
<td>Ability to develop a quality marketing plan</td>
<td>Major</td>
<td>NA</td>
</tr>
<tr>
<td>Ability to design, implement and interpret marketing research</td>
<td>Major</td>
<td>NA</td>
</tr>
<tr>
<td>Critical thinking and problem-solving</td>
<td>College</td>
<td>☑️</td>
</tr>
<tr>
<td>Professional attitudes</td>
<td>College</td>
<td>☑️</td>
</tr>
<tr>
<td>An appreciation of the role of business in a free enterprise economy</td>
<td>College</td>
<td>NA</td>
</tr>
<tr>
<td>Basic quantitative and analytical skills</td>
<td>College</td>
<td>NA</td>
</tr>
<tr>
<td>Global awareness</td>
<td>College</td>
<td>☑️</td>
</tr>
<tr>
<td>Appreciation for cultural diversity</td>
<td>College</td>
<td>☑️</td>
</tr>
<tr>
<td>Ethical decision-making</td>
<td>College</td>
<td>☑️</td>
</tr>
</tbody>
</table>
Crucial Notes

✓ Your computer must meet certain requirements for Blackboard Learn to function properly. For assistance, contact COLTT at 956.665.2979 or colthelp@utrgv.edu

✓ Go to Student Introductions in Discussion Board (DB) and introduce yourself to formally "register" your presence in the course. If I don’t hear from you soon, I will drop you.

✓ In this course, you will study 14 textbook chapters, participate in 24 discussion board (DB) questions, take 4 online exams, and complete 1 written assignment. Your performance on these will directly determine your course grade.

✓ If you find a glitch or inconsistency in any part of the online course, send me an email and describe the issue. Do not post messages on Blackboard about glitches or inconsistencies.

✓ You must take each exam within its respective timeframe shown in the tentative course schedule table.

✓ The only way to take the exams is through Respondus Lockdown browser, which will prevent you from using any other browser during exams. To download this browser, log in to Blackboard from www.my.utrgv.edu and on the top right hand side of the page click on Student Support link. The option to download the browser is in the middle of that page. Please contact COLTT if you need assistance.

✓ If you try to take an exam outside Respondus, the system will require password (which does not exist). If you are using Respondus, but you are still asked for password, click ‘submit’ (or ‘sign in’, ‘log in’, etc.) without putting any username or password to go to the exam. If you still experience difficulties, please contact COLTT.

✓ Start preparing for Exam 1 immediately, which covers chapter 1 and will disappear soon.

✓ Take the exams either from your personal computer or at the labs in COBE, UTRGV. Other public computers may cause problems. If you prefer your personal computer, make sure it meets all requirements. Exams will not be re-opened to you online. Predict and remove technical problems right now.

✓ You must complete the exams and the written assignment within their timeframe. No exceptions! If you fail to complete an exam due to technical issues, you must email me and detail the situation. I might or might not give you a makeup.

✓ You must first ensure you are not committing plagiarism and only then upload your completed assignment. I will not tolerate plagiarism. All ‘works and resources’ you use must be referenced at the end of your work. If you plagiarize, I may report you to the Office of Student Rights and Responsibilities. If you fail to do so before the due date, your work will not be graded. Do not email your assignments to me; you will receive no credit for emailed assignments.

Teaching Philosophy
Teaching is not the combination of passive participation by students and organized presentation by teachers. Teachers are facilitators of students’ active and purposeful efforts towards a successful learning experience. Students’ motivation and effort are the most important determinants of their learning experiences and outcomes. Students must not regard class attendance as another daily task that can be easily compromised. Teachers play a secondary role by creating the right atmosphere, providing an expert view of the subject matter, and managing student conduct and progress. Vicarious learning and learning-by-doing complement each other, with the latter being of greater significance.

Technical Requirements
Computer Hardware: For this online course, you need easy access to a computer less than 5-years old with high-speed internet connection via cable modem, LAN or DSL. To ensure you are using a supported browser and have required plug-ins, please refer to the Blackboard Help link provided earlier.
Student Technical Skills: You are expected to be proficient with installing and using basic computer applications and have the ability to send and receive email attachments.

Software:
- Microsoft Office’s Internet Explorer (latest version)
- Mozilla’s Firefox (latest version; Macintosh or Windows)
- Adobe’s Flash Player & Reader plug-in (latest version).
- Apple’s QuickTime plug-in (latest version). A free download is available at
- Virus protection
- Microsoft Office

Technical Assistance: If you need technical assistance at any time during the course or to report a problem with Blackboard you can:
- Visit the Blackboard Student Help Site
- Submit a Blackboard Helpdesk Ticket
- COLTT Help Desk Contact Information (UTRGV’s Blackboard Support)
  Location: Education Building Room 2.202
  Phone: 956.665.5327
  Monday through Friday 7:30 AM – 6:00 PM

Course Organization & Online Tools: This course will be delivered entirely online through the course management system Blackboard Learn. You will use your UTRGV account to login to the course from the My UTRGV site and under applications click on Blackboard Learn. The course is organized into weeks of instruction, as outlined in the Course Schedule and Due Dates below. Each week is listed by its main topic and contains required readings, discussion forum assignments, assignments, and quizzes.

Note: Most materials used in conjunction with the course are subject to copyright protection.

Attendance
Students are expected to attend all scheduled classes and may be dropped from the course for excessive absences. UTRGV’s attendance policy excuses students from attending class if they are participating in officially sponsored university activities, such as athletics; for observance of religious holy days; or for military service. Students should contact the instructor in advance of the excused absence and arrange to make up missed work or examinations.

Course Drops
According to UTRGV policy, students may drop any class without penalty earning a grade of DR until the official drop date. Following that date, students must be assigned a letter grade and can no longer drop the class. Students considering dropping the class should be aware of the “3-peat rule” and the “6-drop” rule so they can recognize how dropped classes may affect their academic success. The 6-drop rule refers to Texas law that dictates that undergraduate students may not drop more than six courses during their undergraduate career. Courses dropped at other Texas public higher education institutions will count toward the six-course drop limit. The 3-peat rule refers to additional fees charged to students who take the same class for the third time.

Student Communication Protocol
In this online course, you must conform to appropriate business letter writing practices in all of your correspondence with the instructor as well as all of your postings on the DB. If you do not, the instructor will simply ignore your email or posting, and penalize you in your participation grade. The following are required:

✓ Do not leave the subject line of your message blank. Specify why you are sending/posting the message.
Start your email with an inside address that includes your full name, course number and section, and the activity about which you are writing (e.g., class meeting, essay, exam, and etc.). For privacy and security reasons, do not include your student ID # when posting messages in public spaces such as DB.

Use a proper salutation (e.g., Professor Sheng, Dr. Sheng, or Ms. Sheng). Do not use your instructor’s first name. Do not use your instructor’s last name without a prefix (e.g., Dr., Professor).

Use proper sentence structure, capitalization, spelling, and punctuation. Use the tools provided by your word processing program.

Use a proper closing.

UTRGV resources are only for official business. All your communication must be courteous and respectful and exclude any discussion of topics or information that is not part of the course. Refrain from any language that might be considered discriminatory or inflammatory. If you are unhappy with grades, the course content, or teaching style, these topics must be discussed directly with your instructor, not with other students via UTRGV email. You may not use UTRGV resources including mail for personal or other business communications.

### Activities, Due Dates, and Points

The following table shows all of the activities, assignments, tests, and due dates in this course. However, the schedule may be revised and adjusted to meet the learning needs of students.

<table>
<thead>
<tr>
<th>Type</th>
<th>Timeframe/Due Date</th>
<th>Activity</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiz</td>
<td>Aug 28 (Tue) 5:00 am – Sep 3 (Mon) 11:59 pm</td>
<td>Take the Syllabus/Rubric Quiz: 10 questions; 10 minutes</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The quiz is available only within the period specified here.</td>
<td></td>
</tr>
<tr>
<td>DB</td>
<td>Sep 4 (Tue) 5:00 am – Sep 10 (Mon) 11:59 pm</td>
<td>Study Chapter 1 and participate in its DB.</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DB for this chapter will close after the period specified here.</td>
<td></td>
</tr>
<tr>
<td>Test</td>
<td>Sep 9 (Sun) 5:00 am – Sep 10 (Mon) 11:59 pm</td>
<td>Take Test 1 on Chapter 1: 20 questions; 20 minutes</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The test is available only within the period specified here.</td>
<td></td>
</tr>
<tr>
<td>DB</td>
<td>Sep 11 (Tue) 5:00 am – Sep 17 (Mon) 11:59 pm</td>
<td>Study Chapter 2 and participate in its DB.</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DB for this chapter will close after the period specified here.</td>
<td></td>
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<tr>
<td>DB</td>
<td>Sep 18 (Tue) 5:00 am – Sep 24 (Mon) 11:59 pm</td>
<td>Study Chapter 3 and participate in its DB.</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DB for this chapter will close after the period specified here.</td>
<td></td>
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<tr>
<td>DB</td>
<td>Sep 25 (Tue) 5:00 am – Oct 1 (Mon) 11:59 pm</td>
<td>Study Chapter 4 and participate in its DB.</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DB for this chapter will close after the period specified here.</td>
<td></td>
</tr>
<tr>
<td>Test</td>
<td>Sep 30 (Sun) 5:00 am – Oct 1 (Mon) 11:59 pm</td>
<td>Take Test 2 on Chapters 2-4: 50 questions; 50 minutes</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The test is available only within the period specified here.</td>
<td></td>
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<tr>
<td>DB</td>
<td>Oct 2 (Tue) 5:00 am – Oct 8 (Mon) 11:59 pm</td>
<td>Study Chapter 5 and participate in its DB.</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DB for this chapter will close after the period specified here.</td>
<td></td>
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<tr>
<td>DB</td>
<td>Oct 9 (Tue) 5:00 am – Oct 15 (Mon) 11:59 pm</td>
<td>Study Chapter 6 and participate in its DB.</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DB for this chapter will close after the period specified here.</td>
<td></td>
</tr>
<tr>
<td>DB</td>
<td>Oct 16 (Tue) 5:00 am – Oct 22 (Mon) 11:59 pm</td>
<td>Study Chapter 7 and participate in its DB.</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DB for this chapter will close after the period specified here.</td>
<td></td>
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<tr>
<td>DB</td>
<td>Oct 23 (Tue) 5:00 am – Oct 29 (Mon) 11:59 pm</td>
<td>Study Chapter 8 and participate in its DB.</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DB for this chapter will close after the period specified here.</td>
<td></td>
</tr>
<tr>
<td>Test</td>
<td>Oct 28 (Sun) 5:00 am – Oct 29 (Mon) 11:59 pm</td>
<td>Take Test 3 on Chapters 5-8: 50 questions; 50 minutes</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The test is available only within the period specified here.</td>
<td></td>
</tr>
</tbody>
</table>
Essay
Oct 30 (Tue) 5:00 am – Nov 5 (Mon) 11:59 pm
Upload to Blackboard your Essay: *From Desires to Necessities.*
The link to upload will close after the period specified here.

DB
Nov 6 (Tue) 5:00 am – Nov 12 (Mon) 11:59 pm
Study Chapter 9 and participate in its DB.
DB for this chapter will close after the period specified here.

DB
Nov 13 (Tue) 5:00 am – Nov 19 (Mon) 11:59 pm
Study Chapter 10 and participate in its DB.
DB for this chapter will close after the period specified here.

DB
Nov 20 (Tue) 5:00 am – Nov 26 (Mon) 11:59 pm
Study Chapters 11 & 12 and participate in its DB.
DB for this chapter will close after the period specified here.

DB
Nov 27 (Tue) 5:00 am – Dec 3 (Mon) 11:59 pm
Study Chapters 13 & 14 and participate in its DB.
DB for this chapter will close after the period specified here.

Test
Dec 9 (Sun) 5:00 am – Dec 10 (Mon) 11:59 pm
Take Test 4 on Chapters 9-14: 50 questions; 50 minutes
The test is available only within the period specified here.

Total 1,200

**Discussion Board (DB)**
The DB is a substitute for face-to-face contact. You can create new threads and/or respond to other students’ threads. You must provide two types of input on DB:

- After studying the materials carefully, go to DB and post your own responses. When others post responses, **reflect on at least 2 posts from other students** and try to improve them. Be nice!
- Later, go back and follow up on the conversation with other students. Reflect on their reflections. You must respond to all of the comments other students have made on your postings, but you do not have to react to every other student’s postings.
- I don’t expect you to **respond** to every message posted by everyone else. But I do expect you to **read** most, if not all, of the messages.

Your performance on DB will be constantly monitored using the following criteria. These criteria are used in the rubric that will be used to grade your DB performance.

- **Quality** means **insightful, intriguing, and detailed** thoughts as well as **grammatically sound** writing. First, type your message in Microsoft Word and remove all spelling and grammatical errors. Only then post your message to DB. Posts should be thorough. The quality of your input will be assessed based on the instructor’s subjective evaluation of your contribution. If you have any objections, voice them now; I won’t accept any objections at the end.
- **Quantity** of your input is easy to measure using the automatic report that Blackboard produces per student. For each DB question, prepare and post a response and comment on at least 2 posts from other students. Note that if you comment on only 2 posts from others, you will not get the full score on the ‘quantity’ dimension of the DB grade (see the DB rubric). To earn full credit for quantity, you should go beyond and above responding to/commenting on 2 posts from other students.
- **Promptness** means your messages for each week **must be posted in a timely manner and spread throughout the designated 7-day timeframe**, after which I will hide that section of DB and you will not be able to post any/more messages. **Your initial posts are due every Thursday by 11:59 p.m. Your follow-up posts are due every Sunday by 11:59 p.m.** Those who wait until last day/minute to post messages will not receive high marks on the promptness dimension. You must **post your messages where they belong** on DB. **Do not use DB to gossip!**

**Assignments**
See the table below and check out the Instructions and Template files within the Written Assignments link in Blackboard. Follow the instructions thoroughly. Once done, upload the assignment twice. First, you must ensure you are not committing plagiarism by uploading a DRAFT of your work to the link that begins with “DRAFT”
and that uses SafeAssign to check for plagiarism. Second, having ensured there’s no risk of plagiarism, you must submit the “FINAL” version. If you fail to complete both of these steps successfully and before the due date, your work will not be graded. **Do not email your assignment to me; you will receive no credit for emailed assignment.**

Although the length of the assignment can vary, extremely short ones (a few lines) tend to contain little useful information. I strongly recommend that you complete each assignment with much detail, cover as much relevant material as possible, and proofread a couple of times. Avoid writing to “fill” the space just to show that you have done the job. What matters is quality, not having something typed and submitted! It is very easy to find out who is writing to “fill” and who is writing to explore, share, and enlighten. **Your assignment will be evaluated using the rubric posted in Blackboard.**

I will not accept your assignment if you do not:

- name the file as follows: your last name (capitalize the first letter) followed by an underscore, and then your first name (capitalize the first letter), and finally ‘.docx’ (example: Group3_Doe_John.docx)
- abide by the content guidelines
- meet the due date
- ensure you are not committing plagiarism and only then upload your completed assignment.

**Tests**

The instructor will not go through, but students will be responsible for and tested on, all of the assigned readings. To take the tests, go to the course home page at the designated times and click on **Tests** on the left of the page. You have an average of 1 min to answer each question. It is you who will decide how much time to spend on a given question. So, pace yourself and keep an eye on the time (remaining). **Test time/duration is absolutely non-negotiable.**

You must take all of the tests in their pre-specified dates and times. Unless you experience some very extreme, extenuating circumstances documented with the university; I will not consider an exception to this rule. In any case, you must inform the instructor prior to test date/time. Whether an exception will be considered or not is entirely dependent upon the instructor’s subjective evaluation of the situation.

**Grade Calculation**

The sum of the points you earn will be divided by the total possible points shown in the table above. This will result in a percentage grade, which will determine your letter grade based on the following scale.

<table>
<thead>
<tr>
<th>90% or higher</th>
<th>80-89%</th>
<th>70-79%</th>
<th>60-69%</th>
<th>59% or lower</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>B</td>
<td>C</td>
<td>D</td>
<td>F</td>
</tr>
</tbody>
</table>

Grades are earned, not negotiated. You should consistently perform well for a good grade. If you are having difficulty with the class, come see me early on. I can’t help you improve your grade if you wait until the end of the semester. I will not round your percentage grade up or down. For example, 89.5% is a B, not an A. Final grades are just that: Final. Only if you find errors in calculation or reporting, you can appeal to me.

Points you receive for graded activities will be posted to the Blackboard Grade Book. Click on the My Grades link on the left navigation to view your points.

Your instructor will update the online grades each time a grading session has been completed—approximately one week after the completion of an activity. You will see a visual indication of new grades posted on your Blackboard home page under the link to this course.
Course Policies

Late Work Policy: Be sure to pay close attention to deadlines—there will be no make-up assignments or quizzes, or late work accepted without a serious and compelling reason and instructor approval.

Participation: Online courses require your active participation. Here are some tips for success:

- In discussion boards, you learn from one another by posing questions, justifying your comments, and providing multiple perspectives. When you prepare for discussions through thoughtful reflection, you contribute to your own successful learning experience as well as to the experience of your peers.
- Log in to the course frequently (at least several times per week for long semesters and daily for summer sessions) and check the announcements. This will keep you apprised of any course updates, progress in discussions, assignment information, and messages requiring immediate attention.
- Be aware of and keep up with the Course Schedule in the Syllabus.

Build Rapport: If you find that you have any trouble keeping up with assignments or other aspects of the course, make sure you let your instructor know as early as possible. As you will find, building rapport and effective relationships are key to becoming an effective professional. Make sure that you are proactive in informing your instructor when difficulties arise during the semester so that we can help you find a solution.

Complete Assignments: All assignments for this course will be submitted electronically through Blackboard unless otherwise instructed. Assignments and discussions must be submitted by the given deadline or special permission must be requested from instructor before the due date. Extensions will not be given beyond the next assignment except under extreme circumstances.

Communication Skills: All students must have adequate writing skills to communicate content in a professional and concise manner. Students must be proficient in their written presentations including strategies for developing ideas, citing scholarly references, writing style, wording, phrasing, and using language conventions. Follow APA guidelines, use non-racist and non-sexist language, and include sufficient references to support their thesis and ideas in the paper.

Time Commitment: Online courses are typically just as time intensive, and may be more rigorous than traditional courses. Many students claim that online courses require more time and commitment. As you begin this course, you would be wise to schedule 8 or more hours per week for studying materials and completing assignments.

Falling behind in this course is particularly problematic because the concepts we cover are cumulative. This means that not becoming proficient with information and objectives presented and assessed in a particular week can lead to low scores for that week as well as in subsequent weeks.

Understand When You May Drop This Course: It is the student’s responsibility to understand when they need to consider de-enrolling from a course. Refer to the UTRGV Course Schedule for dates and deadlines for registration. After this period, a serious and compelling reason is required to drop from the course. Serious and compelling reasons includes: (1) documented and significant change in work hours, leaving student unable to attend class, or (2) documented and severe physical/mental illness/injury to the student or student’s family.

Inform Your Instructor of Any Accommodations Needed: If you have a documented disability verified by Student Accessibility Services [http://www.utrgv.edu/library/services/disability-services/index.htm](http://www.utrgv.edu/library/services/disability-services/index.htm), and wish to discuss academic accommodations, please contact your instructor as soon as possible. It is the student’s responsibility to provide documentation of disability to Disability Services and meet with a SSWD counselor to request special accommodation before classes start.
Commit to Integrity: As a student in this course (and at this university) you are expected to maintain high degrees of professionalism, commitment to active learning and participation in this class and also integrity in your behavior in and out of the classroom.

Calendar of Activities
Include in this section a table or list that provides information for students regarding important dates, assignments or activities. The UTRGV academic calendar can be found at https://my.utrgv.edu/home at the bottom of the screen, prior to login. Some important dates for fall 2018 include:

- August 27: First day of classes
- August 30: Last day to add a course or register for fall 2018
- September 3: Labor Day – NO classes
- November 14: Last day to drop a course; will count toward the 6-drop rule
- November 22 - 24: Thanksgiving Holiday – NO classes
- December 6: Study Day – NO classes
- December 7 - 13: Final Exams
- December 14 – 15: Commencement Exercises

Students with Disabilities
Students with a documented disability (physical, psychological, learning, or other disability which affects academic performance) who would like to receive academic accommodations should contact Student Accessibility Services (SAS) as soon as possible to schedule an appointment to initiate services. Accommodations can be arranged through SAS at any time, but are not retroactive. Students who suffer a broken bone, severe injury or undergo surgery during the semester are eligible for temporary services.

Pregnancy, Pregnancy-related, and Parenting Accommodations
Title IX of the Education Amendments of 1972 prohibits sex discrimination, which includes discrimination based on pregnancy, marital status, or parental status. Students seeking accommodations related to pregnancy, pregnancy-related condition, or parenting (reasonably immediate postpartum period) are encouraged to contact Student Accessibility Services for additional information and to request accommodations.

Student Accessibility Services
Brownsville Campus: Student Accessibility Services is located in Cortez Hall Room 129 and can be contacted by phone at (956) 882-7374 (Voice) or via email at ability@utrgv.edu. Edinburg Campus: Student Accessibility Services is located in 108 University Center and can be contacted by phone at (956) 665-7005 (Voice), (956) 665-3840 (Fax), or via email at ability@utrgv.edu.

Mandatory Course Evaluation Period
Students are required to complete an ONLINE evaluation of this course, accessed through your UTRGV account (http://my.utrgv.edu); you will be contacted through email with further instructions. Students who complete their evaluations will have priority access to their grades. Online evaluations will be available on or about:

- Module 1: October 4 – 10
- Module 2: November 29 – December 5
- Full Fall Semester: November 15 – December 5

Scholastic Integrity
As members of a community dedicated to Honesty, Integrity and Respect, students are reminded that those who engage in scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and expulsion from the University. Scholastic dishonesty includes but is not limited to: cheating,
plagiarism (including self-plagiarism), and collusion; submission for credit of any work or materials that are attributable in whole or in part to another person; taking an examination for another person; any act designed to give unfair advantage to a student; or the attempt to commit such acts. Since scholastic dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced (Board of Regents Rules and Regulations and UTRGV Academic Integrity Guidelines). All scholastic dishonesty incidents will be reported to the Dean of Students.

**Sexual Harassment, Discrimination, and Violence**

In accordance with UT System regulations, your instructor is a “Responsible Employee” for reporting purposes under Title IX regulations and so must report any instance, occurring during a student’s time in college, of sexual assault, stalking, dating violence, domestic violence, or sexual harassment about which she/he becomes aware during this course through writing, discussion, or personal disclosure. More information can be found at [www.utrgv.edu/equity](http://www.utrgv.edu/equity), including confidential resources available on campus. The faculty and staff of UTRGV actively strive to provide a learning, working, and living environment that promotes personal integrity, civility, and mutual respect that is free from sexual misconduct and discrimination.

**Student Services**

Students who demonstrate financial need have a variety of options when it comes to paying for college costs, such as scholarships, grants, loans and work-study. Students should visit the Students Services Center (U Central) for additional information. U Central is located in BMAIN 1.100 (Brownsville) or ESSBL 1.145 (Edinburg) or can be reached by email (ucentral@utrgv.edu) or telephone: (888) 882-4026. In addition to financial aid, U Central can assist students with registration and admissions.

Students seeking academic help in their studies can use university resources in addition to an instructor’s office hours. University Resources include the Learning Center, Writing Center, Advising Center and Career Center. The centers provide services such as tutoring, writing help, critical thinking, study skills, degree planning, and student employment. Locations are:

- **Learning center**: BSTUN 2.10 (Brownsville) or ELCTR 100 (Edinburg)
- **Writing center**: BLIBR 3.206 (Brownsville) or ESTAC 3.119 (Edinburg)
- **Advising center**: BMAIN 1.400 (Brownsville) or ESWKH 101 (Edinburg)
- **Career center**: BCRTZ 129 (Brownsville) or ESSBL 2.101 (Edinburg)