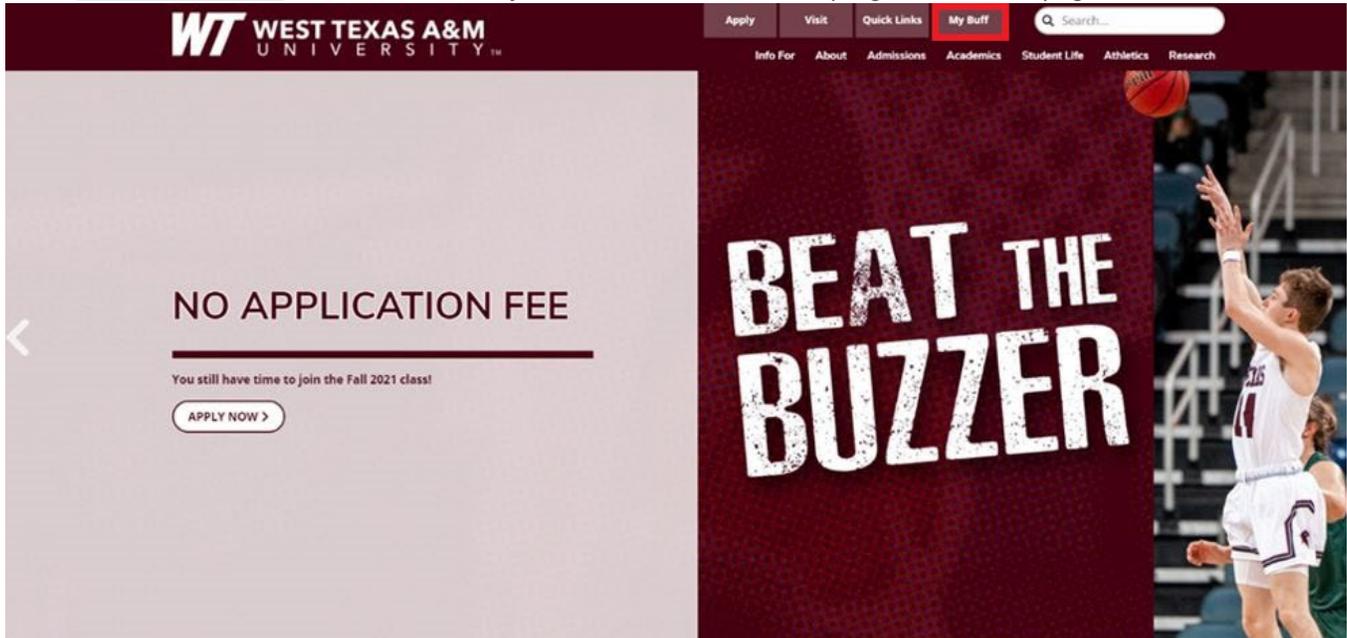
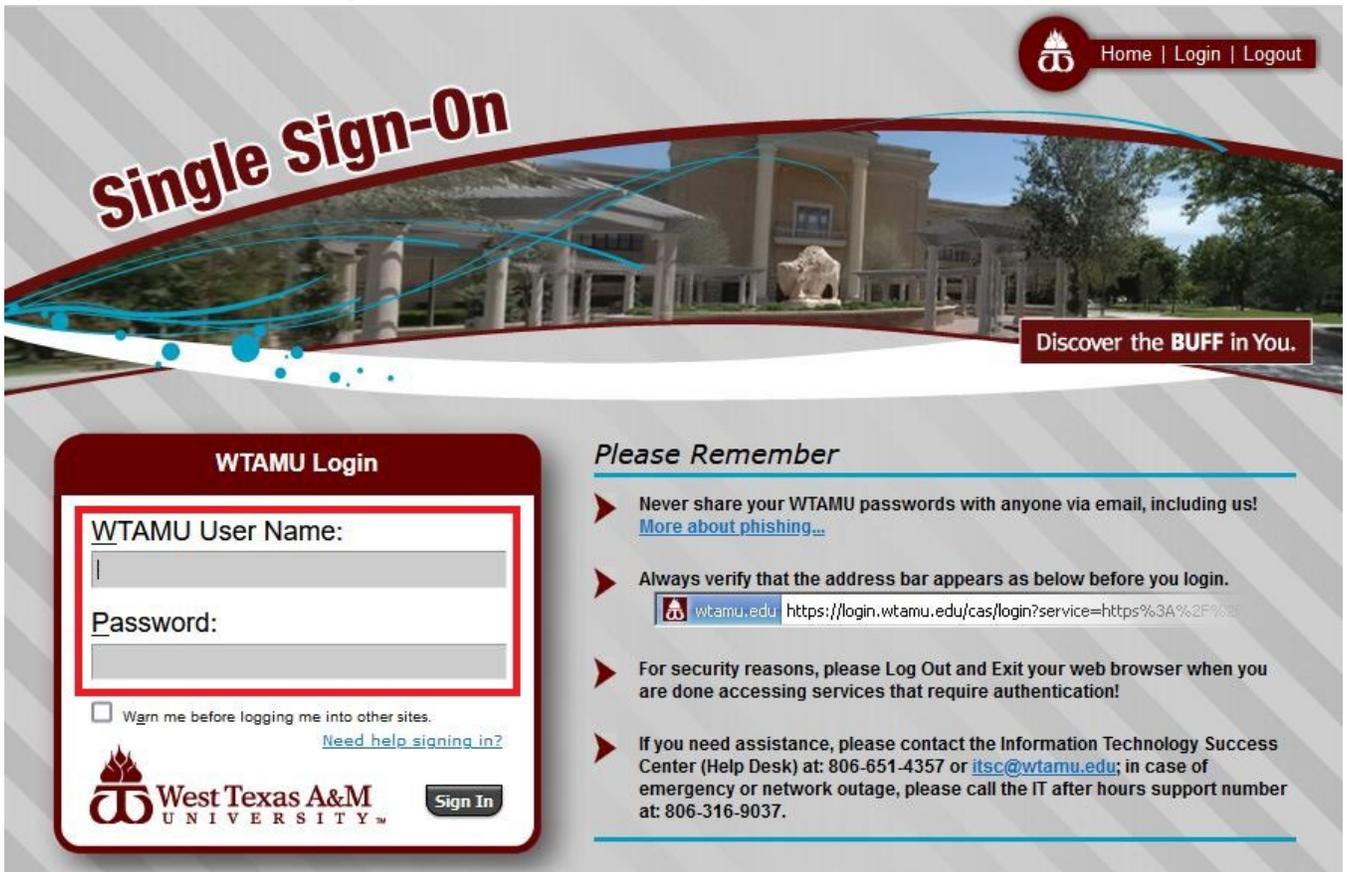


REGISTER FOR CLASSES

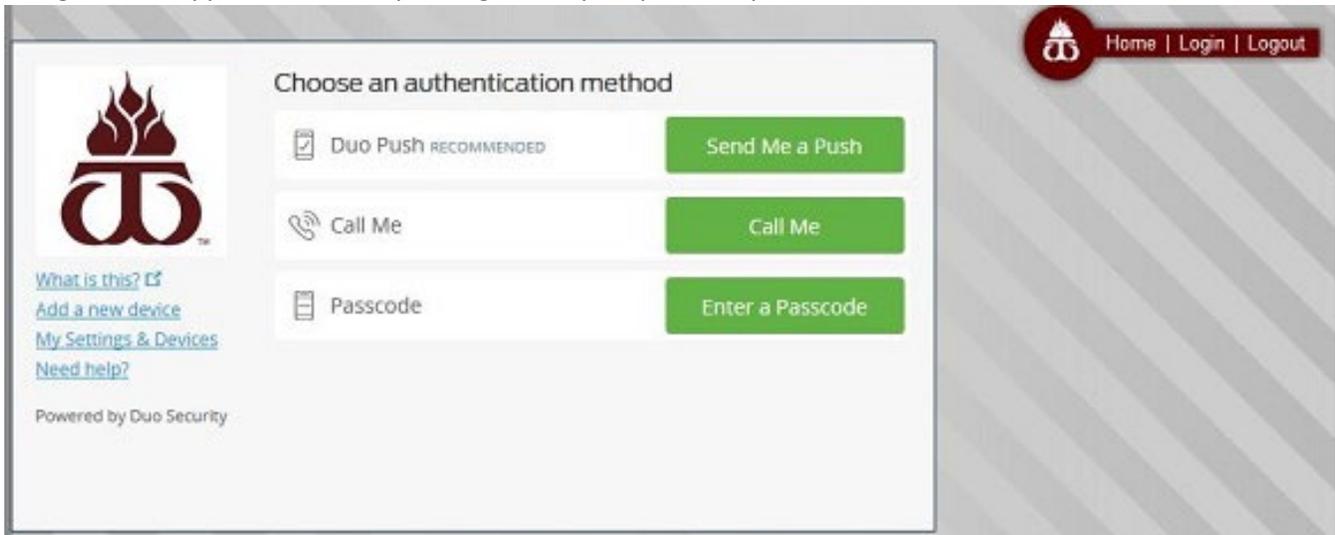
Go to www.wtamu.edu and click on the **My Buff** link located at the top right of the webpage.



Log in to the **Buff Portal** using your student username and password.



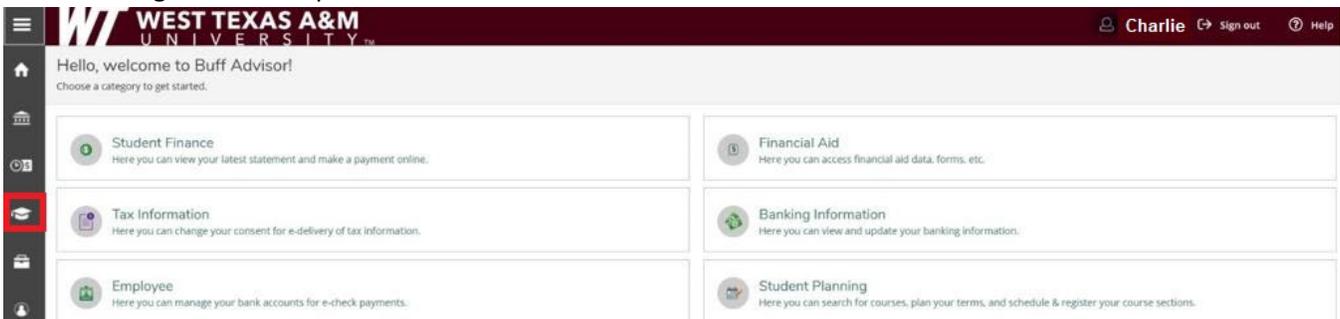
Using the Duo app. authenticate your login with your previously chosen method.



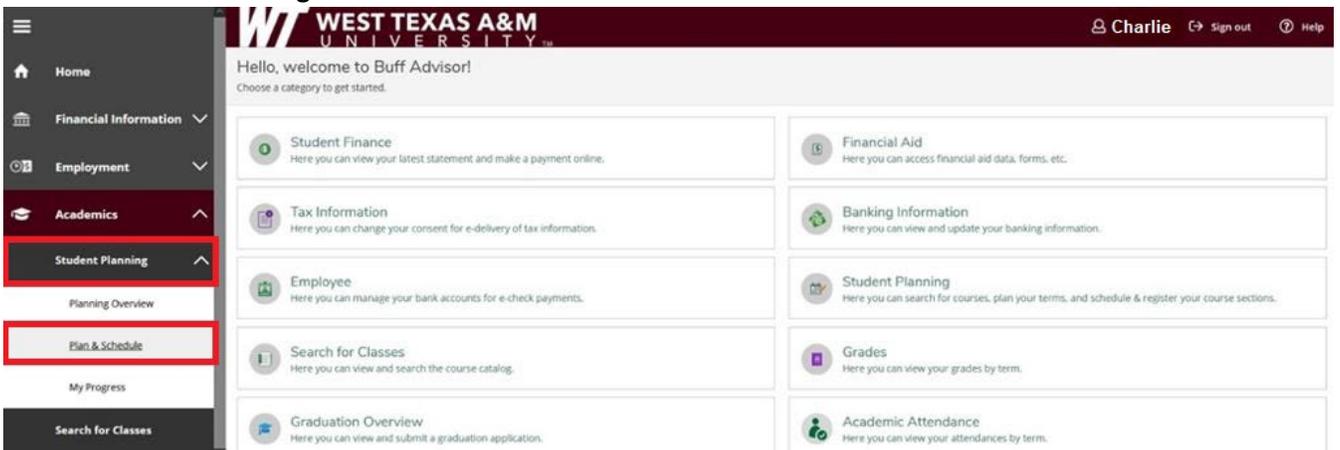
From the Buff Portal main page, select the **Buff Advisor** link in the top right-hand corner.



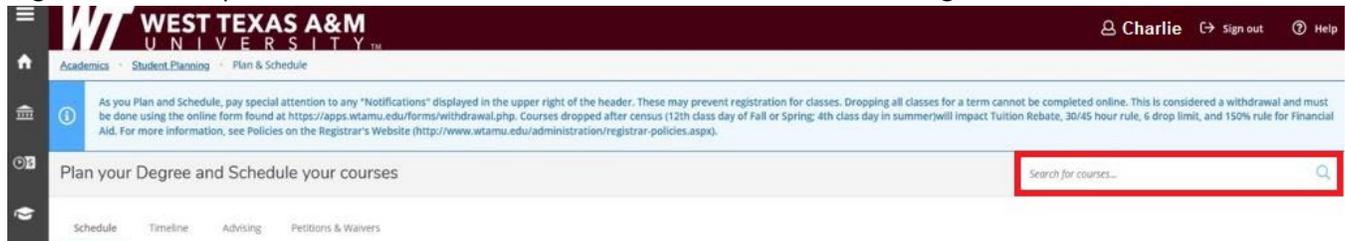
From the Buff Advisor home page, select the **Academics** icon on the left-hand side of the screen. The icon resembles a graduation cap.



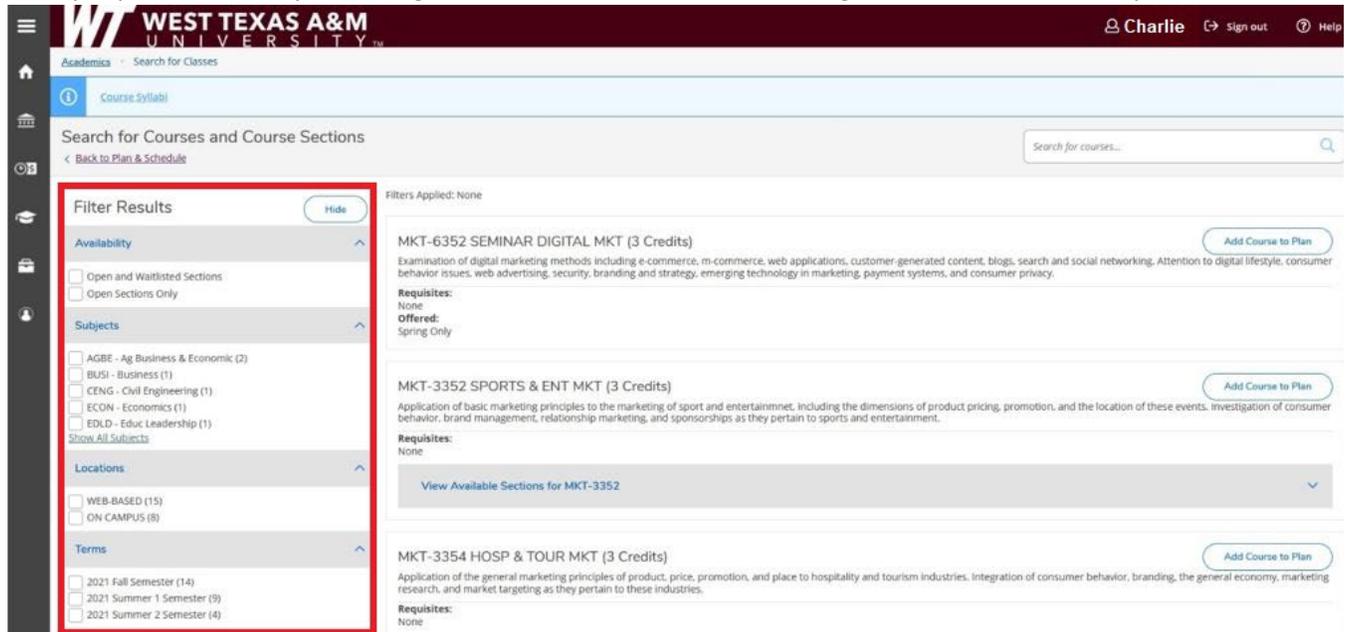
Click on **Student Planning** and then select **Plan & Schedule**.



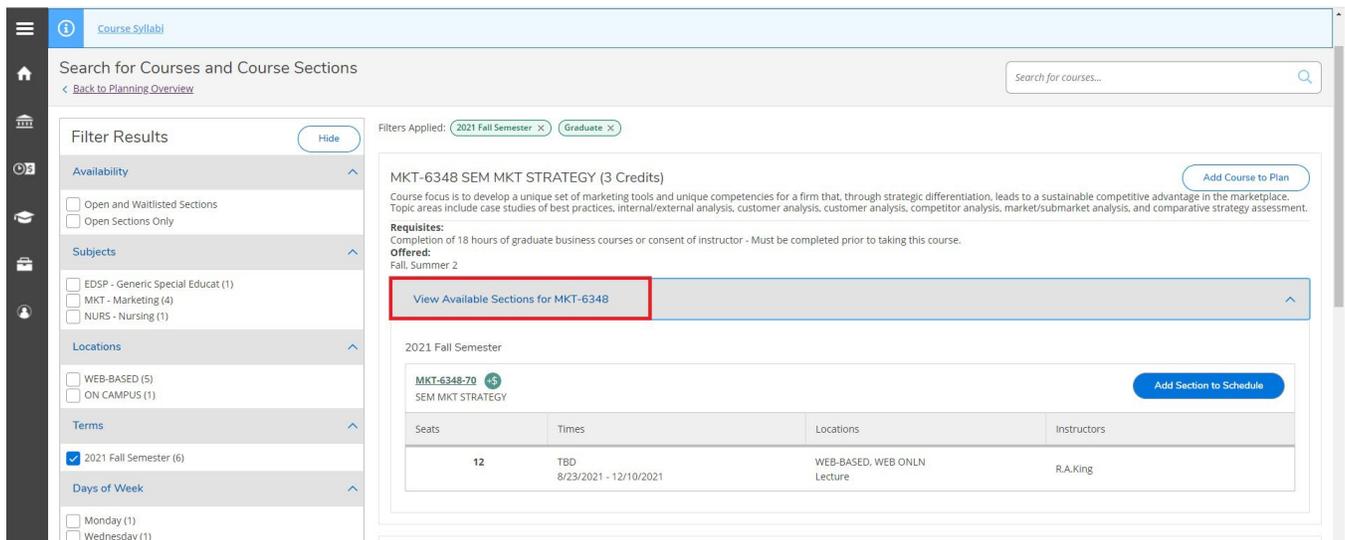
Use the **Search for Courses** field on the upper-right side of the screen to find the courses for which you want to register. For example, MKT 6352 is the course code and number for a marketing course.



You can use the **Filter Results** menu on the left side of the screen to help narrow your course search. For example you can filter by Term (e.g. Fall 2021), Instructor, Location (e.g. Web-based or On-campus), etc.



Once you find the course, make sure the section that you choose will work with your schedule (e.g. check for overlap of work, other courses, etc.). You can view each offered section of a particular course by selecting the **View Available Sections** link.



Once you have the course section that you want to register for, select the **Add Section to Schedule** link.

Search for Courses and Course Sections

Filter Results

Availability

Open and Waitlisted Sections

Open Sections Only

Subjects

EDSP - Generic Special Educat (1)

MKT - Marketing (4)

NURS - Nursing (1)

Locations

WEB-BASED (5)

ON CAMPUS (1)

Terms

2021 Fall Semester (6)

Days of Week

MKT-6348 SEM MKT STRATEGY (3 Credits)

Course focus is to develop a unique set of marketing tools and unique competencies for a firm that, through strategic differentiation, leads to a sustainable competitive advantage in the marketplace. Topic areas include case studies of best practices, internal/external analysis, customer analysis, competitor analysis, market/submarket analysis, and comparative strategy assessment.

Requisites: Completion of 18 hours of graduate business courses or consent of instructor - Must be completed prior to taking this course.

Offered: Fall, Summer 2

View Available Sections for MKT-6348

Seats	Times	Locations	Instructors
12	TBD 8/23/2021 - 12/10/2021	WEB-BASED, WEB ONLN Lecture	R.A.King

Add Section to Schedule

A Section Details box will appear providing more information about the course section. Review this information and if this is the section that you want to attend select the **Add Section** button. If it is not then select the Close button to return to the search page.

Section Details

MKT-6348-70 SEM MKT STRATEGY

2021 Fall Semester

Instructors: R.A.King (raking@wtamu.edu)

Meeting Information: 8/23/2021 - 12/10/2021
WEB-BASED, WEB ONLN (Lecture)

Dates: 8/23/2021 - 12/10/2021

Seats Available: 12 of 44 Total

Credits: 3

Grading: Graded

Requisites: **Completion of 18 hours of graduate business courses or consent of instructor - Must be completed prior to taking this course.**

Course Description: Course focus is to develop a unique set of marketing tools and unique competencies for a firm that, through strategic differentiation, leads to a sustainable competitive advantage in the marketplace. Topic areas include case studies of best practices, internal/external analysis, customer analysis, competitor analysis, market/submarket analysis, and comparative strategy assessment.

Additional Information: WEB-BASED; COURSE ENDS 11/22/2021

Additional Course Fees: Fees listed here are in addition to general tuition and fees charged at registration.
Tuition, Business: \$37.75 per credit
Differential*: * May not apply to all students

Add Section

Once your selected course section is added to your plan, you will see a notification on the top right side of the screen. Repeat the steps above to add other courses to your schedule and plan. Once all courses are added continue to the next step.

Search for Courses and Course Sections

Filter Results

Availability

Open and Waitlisted Sections

Open Sections Only

Subjects

EDSP - Generic Special Educat (1)

MKT - Marketing (4)

NURS - Nursing (1)

MKT-6348 SEM MKT STRATEGY (3 Credits)

Course focus is to develop a unique set of marketing tools and unique competencies for a firm that, through strategic differentiation, leads to a sustainable competitive advantage in the marketplace. Topic areas include case studies of best practices, internal/external analysis, customer analysis, competitor analysis, market/submarket analysis, and comparative strategy assessment.

Requisites: Completion of 18 hours of graduate business courses or consent of instructor - Must be completed prior to taking this course.

Offered: Fall, Summer 2

View Available Sections for MKT-6348

MKT-6348-70 has been planned on the schedule.

Select the **Academics** menu, **Student Planning**, and then **Planning & Schedule** to finalize your registration.

Academics · Search for Classes

Course Syllabi

Search for Courses and Course Sections

Search for courses...

Filter Results Hide

Availability

Open and Waitlisted Sections

Open Sections Only

Subjects

AGBE - Ag Business & Economic (2)

BUSI - Business (1)

CRJ - Criminal Justice (1)

EDRD - Reading (1)

Filters Applied: None

MKT*6348 SEM MKT STRATEGY (3 Credits) Add Course to Plan

Course focus is to develop a unique set of marketing tools and unique competencies for a firm that, through strategic differentiation, leads to a sustainable competitive advantage in the marketplace. Topic areas include case studies of best practices, internal/external analysis, customer analysis, customer analysis, competitor analysis, market/submarket analysis, and comparative strategy assessment.

Requisites:
Completion of 18 hours of graduate business courses - Must be completed prior to taking this course.

Offered:
Fall, Summer 2

View Available Sections for MKT*6348

Review the courses added to your Plan and Schedule page. Verify that the schedule fits your needs and, assuming everything looks correct (courses, sections, delivery, etc.), either select the **Register Now** button on the upper-right side of the screen to register for all planned courses or select the **Register** button found under each individual section to register for each course individually.

Plan your Degree and Schedule your courses

Search for courses...

Schedule Timeline Advising Petitions & Waivers

2021 Fall Semester

Register Now

Planned: 3 Credits Enrolled: 6 Credits Waitlisted: 0 Credits

Filter Sections Save to iCal Print

Credits: 3 Credits
Grading: Graded
Instructor: Ingrassia, B
8/23/2021 to 12/10/2021

Meeting Information

Drop

View other sections

MKT-6348-70: SEM MKT STRATEGY

Completion of 18 hours of graduate business courses or consent of instructor - Must be completed prior to taking this course.

Planned

Credits: 3 Credits
Grading: Graded
Instructor: R.A.King
8/23/2021 to 12/10/2021
Seats Available: 12

Meeting Information

Register

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
7am							
8am							
9am							
10am							
11am							
12pm							
1pm							
2pm							
3pm							
4pm							
5pm							
6pm			HST-6320-01	HST-6320-01			
7pm							

Once registered, the Registrar's Office will send a confirmation to your student email that also provides important links, such as payment deadlines and making payments. If this email is not found in your inbox, please be sure to check your clutter/junk folders.

If you have any problems registering or have any questions, please contact the **Registrar's Office** at registrar@wtamu.edu or **(806) 651-4911**. You can also visit their website at <https://www.wtamu.edu/student-support/registrar/index.html> for more information.