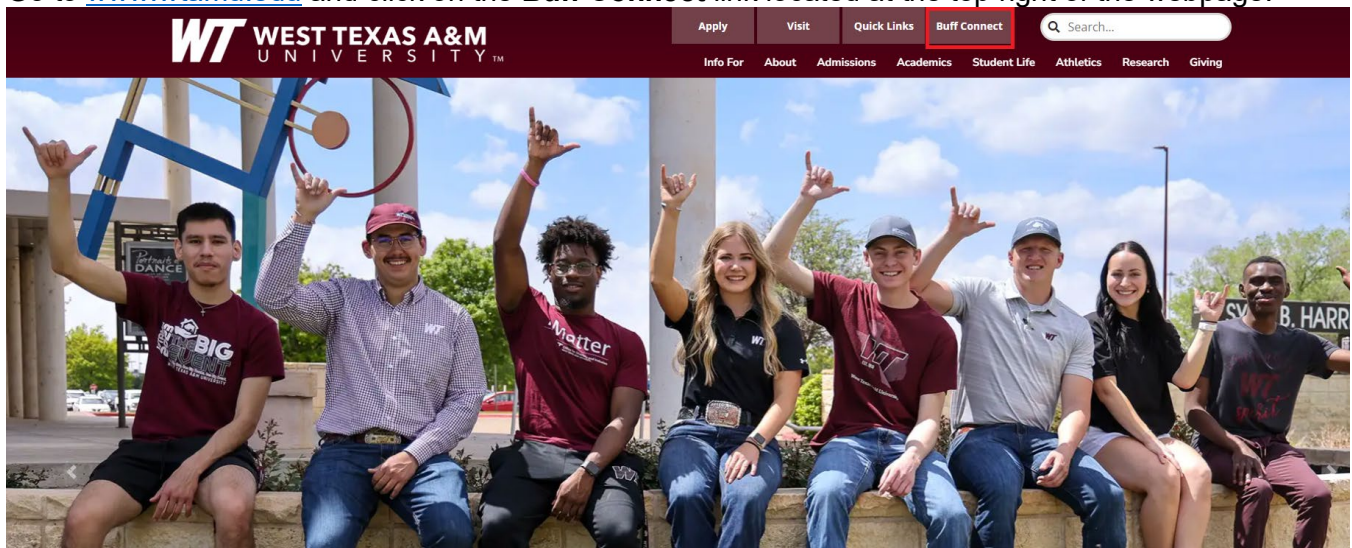
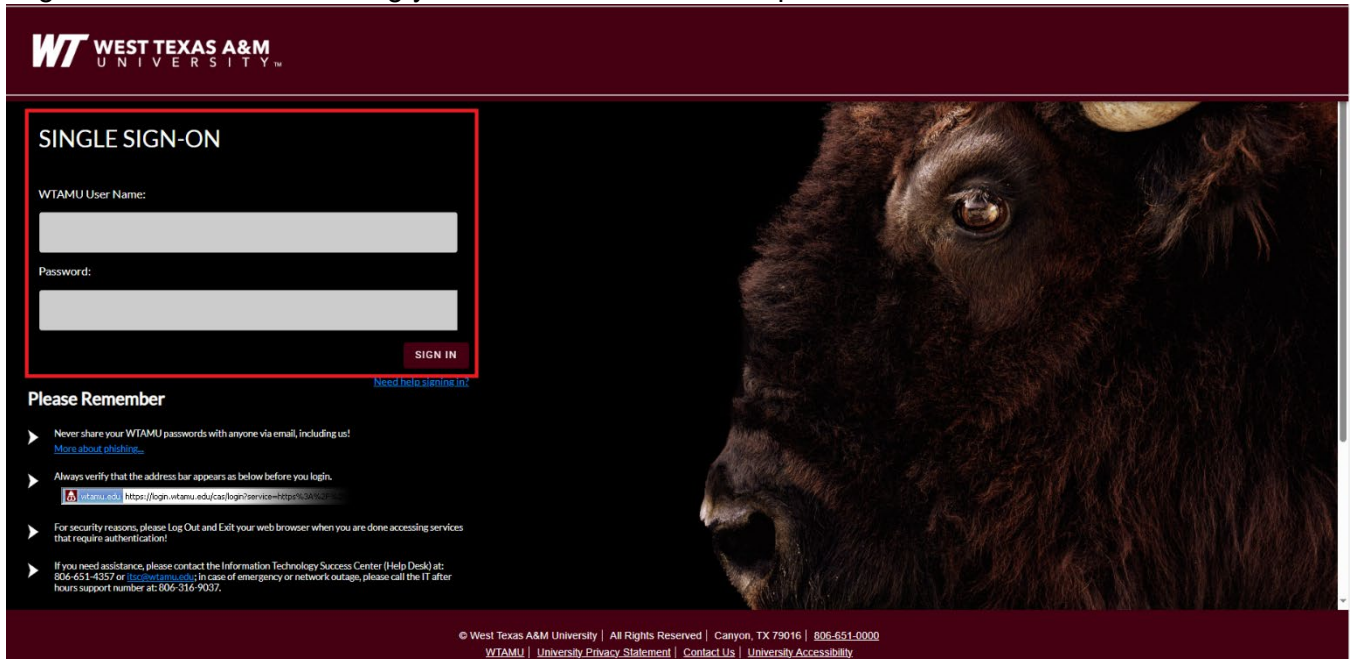


REGISTER FOR CLASSES

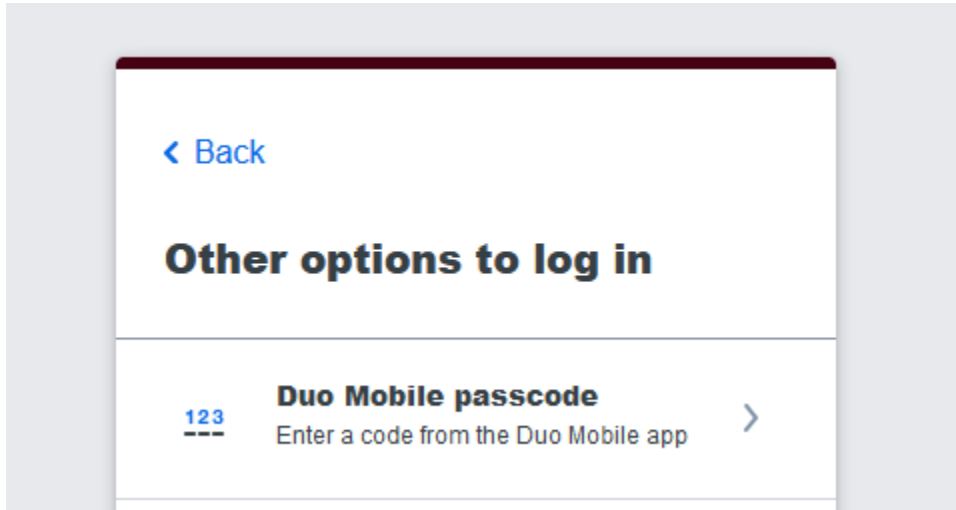
Go to www.wtamu.edu and click on the **Buff Connect** link located at the top right of the webpage.



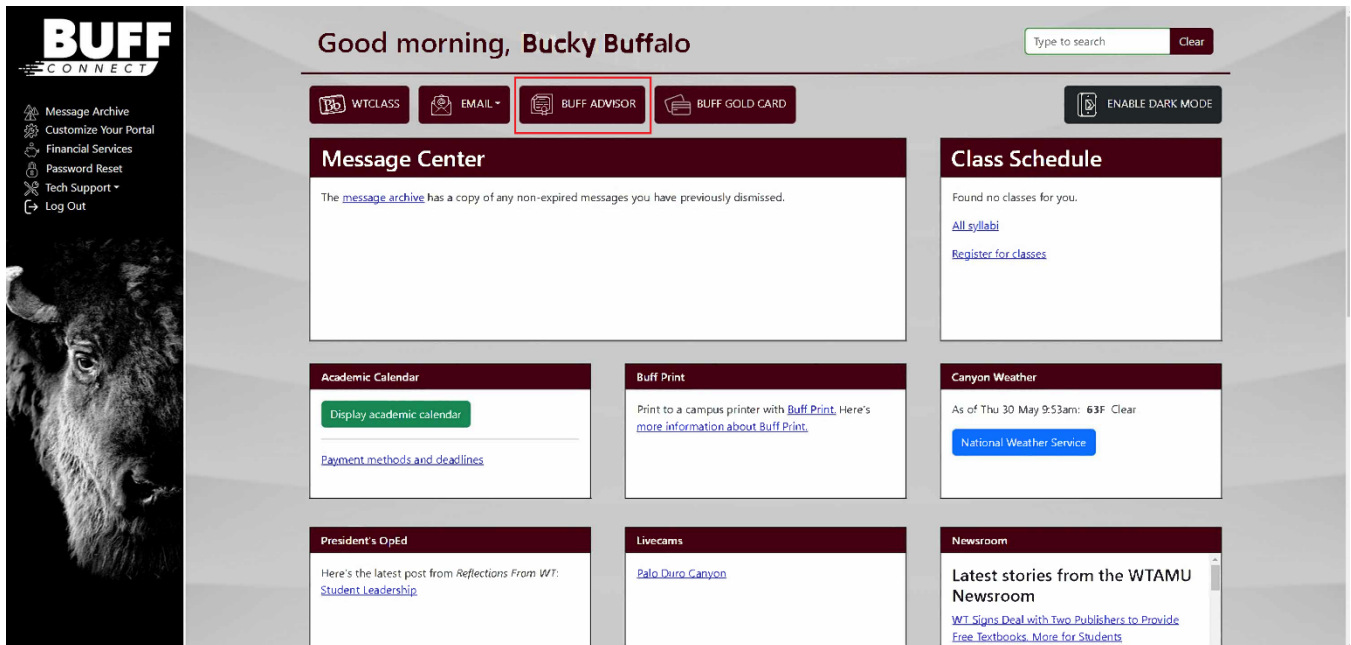
Log in to the **Buff Portal** using your student username and password.



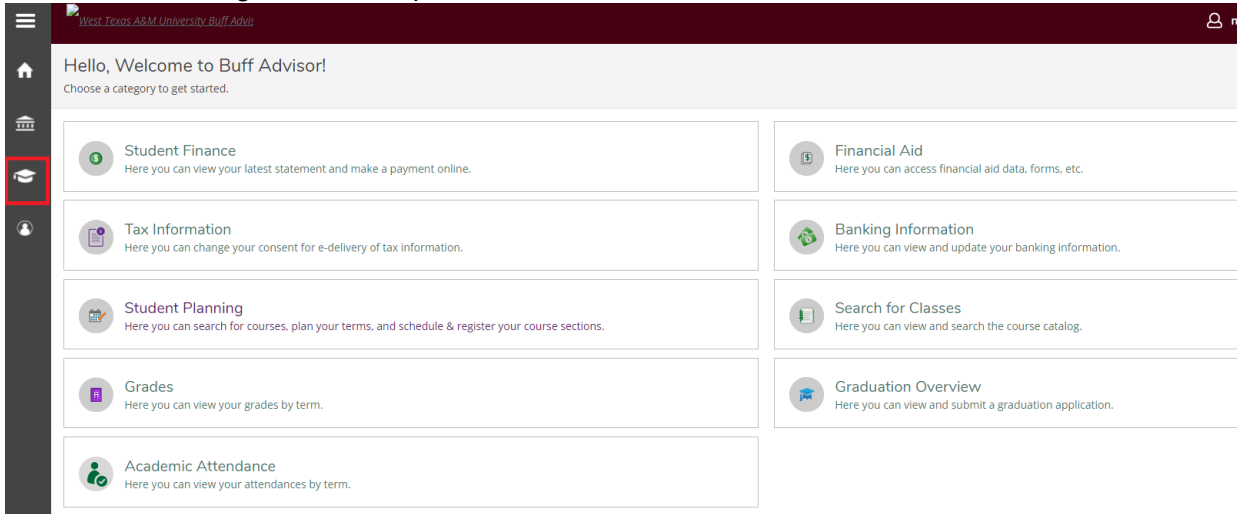
Authenticate your login with the Duo App.



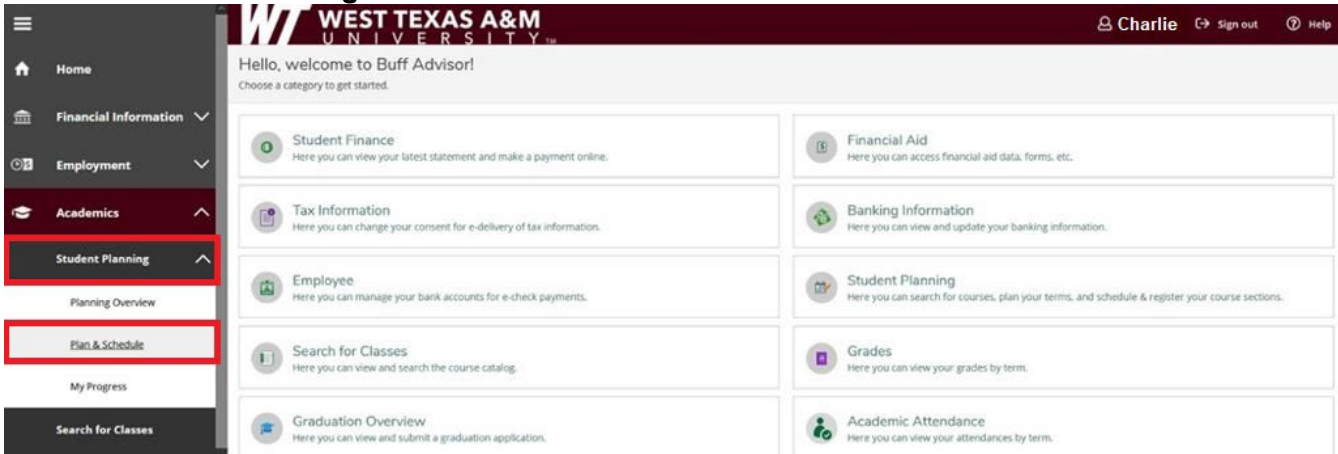
From the Buff Portal main page, select the **Buff Advisor** button near the center of the screen.



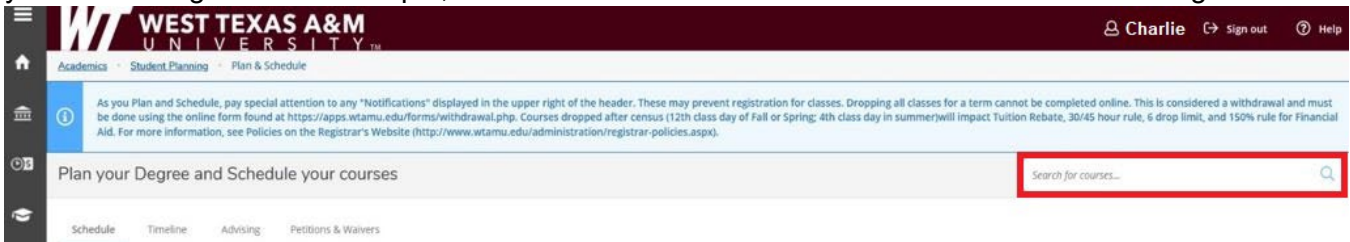
From the Buff Advisor home page, select the **Academics** icon on the left-hand side of the screen. The icon resembles a graduation cap.



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 2024), Instructor, Location (e.g. Web-based or On-campus), etc.

WEST TEXAS A&M UNIVERSITY

Charlie Sign out Help

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)
- CENG - Civil Engineering (1)
- ECON - Economics (1)
- EDLD - Educ Leadership (1)
- [Show All Subjects](#)

Locations

- WEB-BASED (15)
- ON CAMPUS (8)

Terms

- 2021 Fall Semester (14)
- 2021 Summer 1 Semester (9)
- 2021 Summer 2 Semester (4)

Filters Applied: None

MKT-6352 SEMINAR DIGITAL MKT (3 Credits) Add Course to Plan

Examination of digital marketing methods including e-commerce, m-commerce, web applications, customer generated content, blogs, search and social networking. Attention to digital lifestyle, consumer behavior issues, web advertising, security, branding and strategy, emerging technology in marketing, payment systems, and consumer privacy.

Requisites: None
Offered: Spring Only

MKT-3352 SPORTS & ENT MKT (3 Credits) Add Course to Plan

Application of basic marketing principles to the marketing of sport and entertainment, including the dimensions of product pricing, promotion, and the location of these events, investigation of consumer behavior, brand management, relationship marketing, and sponsorships as they pertain to sports and entertainment.

Requisites: None

[View Available Sections for MKT-3352](#)

MKT-3354 HOSP & TOUR MKT (3 Credits) Add Course to Plan

Application of the general marketing principles of product, price, promotion, and place to hospitality and tourism industries. Integration of consumer behavior, branding, the general economy, marketing research, and market targeting as they pertain to these industries.

Requisites: None

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.

Course Syllabi

Search for Courses and Course Sections

Search for courses...

Filter Results Hide

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

- Monday (1)
- Wednesday (1)

Filters Applied: 2021 Fall Semester Graduate

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, 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](#)

2021 Fall Semester

MKT-6348-70 + Add Section to Schedule

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

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

The screenshot shows the 'Search for Courses and Course Sections' page. On the left, there are filter results for '2021 Fall Semester' and 'Graduate'. The main content area displays 'MKT-6348 SEM MKT STRATEGY (3 Credits)'. Below the course title, there is a table of available sections. The first section is highlighted, and the 'Add Section to Schedule' button is highlighted with a red box.

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

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.

The screenshot shows the 'Section Details' dialog box for 'MKT-6348-70 SEM MKT STRATEGY'. The dialog box contains the following information:

- 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:** Tuition, Business \$37.75 per credit; Differential*

The 'Add Section' button at the bottom right of the dialog box is highlighted with a red box.

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.**

The screenshot shows the 'Search for Courses and Course Sections' page with a notification at the top right: 'MKT-6348-70 has been planned on the schedule.' The notification is highlighted with a red box. The course search results for 'MKT-6348 SEM MKT STRATEGY (3 Credits)' are visible below.

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

The screenshot shows the 'Search for Classes' interface. On the left, a navigation sidebar has 'Academics', 'Student Planning', and 'Plan & Schedule' highlighted with red boxes. The main area displays search results for 'MKT*6348 SEM MKT STRATEGY (3 Credits)'. A red box highlights the 'Add Course to Plan' button in the top right corner of the course details panel.

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.

The screenshot shows the 'Plan your Degree and Schedule your courses' page. A red box highlights the 'Register Now' button in the top right. Below, a course section for 'MKT-6348-70: SEM MKT STRATEGY' is displayed with a red box around the 'Register' button. To the right, a class schedule grid shows two sections for this course on Wednesday and Thursday at 6pm.

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
7am							
8am							
9am							
10am							
11am							
12pm							
1pm							
2pm							
3pm							
4pm							
5pm							
6pm				MKT-6348-01	MKT-6348-01		
7am							

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.