**MKT6210.E1  Marketing Management**
**Winter 2026**

**PROFESSOR INFORMATION:**
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**COURSE INFORMATION:**
MKT6210.E1 Marketing Management
Level:  Graduate
Beginning Date of Session:    Saturday, December 6, 2025
Ending Date of Session:       Thursday, February 26, 2026
**Student access available to the Student Portal: Saturday, December 6, 2025.**

**Winter Holiday Break:**
**Saturday, December 20th, 2025, through Friday, January 2nd, 2026.**
**(Classes resume on Saturday, January 3rd, 2026)**

*Students enrolled in distance learning courses are not assessed any additional fees for security or identity verification.*

**COURSE PREREQUISITES:**
None

**TEXTBOOK(S) AND REQUIRED MATERIALS:**
Title:            Marketing Management
Author:            Kotler, Philip & Keller, Kevin L., et al
Publisher:        Pearson
Year Published:        2021
Edition:        16th
ISBN:            13: 13: 9780135887158 (Hardback) 9780137344161 (e-text)
Price:            Available at http://amberton.ecampus.com

Amberton University has an agreement with eCampus.com to provide a full-service online bookstore to students. The Amberton University Virtual Bookstore is accessible through the University's website, www.Amberton.edu. There is also a bookstore link in the Student Portal.

The AU Virtual Bookstore provides an easy to use interface, online buyback of books, and same day shipment of most titles with an average delivery time of 2-3 days depending on the student's location. Textbook options include new, used, rental, and electronic media as available.

Since no books are sold on campus, students should plan accordingly and purchase their books in advance of the first day of class, allowing time for shipping. Be certain you are enrolled in the course before purchasing your book(s). All textbook information (Title, Author, ISBN, etc.) is available in the course syllabi so students can shop competitively. Most textbooks can be purchased from many different textbook vendors. Some textbooks may only be available on the University's Virtual Bookstore. Students should be careful to obtain the exact resource(s) required for the course.

**APA Requirement**
APA (American Psychological Association) style is most commonly used to cite sources within the social sciences.  This resource, revised according to the 7th edition, offers examples for the general format of APA research papers, in-text citations, endnotes/footnotes, and the reference page.  For more information, please

consult the Publication Manual of the American Psychological Association, (7th ed.). All coursework at Amberton University will comply with the standards contained in the APA Publication Manual.

**COURSE COMPETENCIES:**
The course presents a systematic approach to analyzing, planning, evaluating, implementing, and controlling marketing activities in competitive modern organizations. Topics addressed in the course include analyzing the new realities of marketing, understanding the creation and delivery of value, forecasting and measuring market demand, and understanding the role of market research. The course also addresses identifying and evaluating market segments, selecting target markets, evaluating competitors, measuring customer lifetime value, designing multichannel marketing, understanding database-driven integrated marketing, and creating a marketing strategy. Students develop a comprehensive marketing plan as a final deliverable for the course.

**UPON COMPLETION OF THE COURSE, THE STUDENT WILL BE COMPETENT IN:**
1. Developing and evaluating a comprehensive marketing business strategy and plan.
2. Understanding the discipline of marketing management and what it entails.
3. Defining and articulating the new realities of marketing in the current competitive environment.
4. Understanding the concept of "value chain" including creation and delivery of value.
5. Forecasting and measuring market demand, including the use of marketing analytics.
6. Analyzing and researching marketing opportunities through various analytical tools, including evaluating competitors and their marketing strategies.
7. Understanding the processes involved in capturing market insights and collecting market information, including the role of market research in these processes.
8. Evaluating the concept, structure, and use of marketing information systems.
9. Describing the processes involved in identifying and evaluating market segments, selecting target markets, and developing market positions.
10. Evaluating the value of customer loyalty through measuring customer lifetime value (CLV) and customer relationship management (CRM).
11. Designing integrated, multichannel marketing communications including messaging across advertising, sales promotion, personal selling, social media, and publicity.
12. Understanding the advantages of holistic, database-driven integrated marketing.
13. Understanding the issues involved in global marketing and their resulting impact.
14. Formulating and evaluating the effectiveness and return on investment (ROI) derived from proposed or implemented marketing campaigns.
15. Identifying and analyzing ethical issues involved in marketing management and formulating effective proactive responses to those issues.
16. Updating and expanding marketing management strategies using generative Artificial Intelligence (AI) tools.

*ACQUIRED SKILLS*
1. Developing a Comprehensive Marketing Plan
2. Designing a Multichannel Marketing Strategy
3. Using Analytical Knowledge to Conduct Research

**COURSE POLICIES:**
1. Read and complete all assignments, papers, and exams by the scheduled due date. Assignments are due no later than midnight, Central Time (time in Dallas, TX) on the published due date.

2. Late Assignments: An assignment submitted after the due date will be assessed a penalty of 5% for each day or partial day that it is late. Work submitted more than five (5) days after the scheduled due date will NOT be accepted without written permission from Dr. Woods. There are no options for extra credit or make-up work in this course.

3. Assignments must be submitted through Moodle Course Management System and Dr. Woods must be able to open each assignment in order for it to be considered on time.

4. Assignments will typically be available at one

(1) minute after midnight on the first day the assignment is open on Moodle; and will close at one (1) minute (23:59) until midnight on the last day the assignment is open on Moodle.

5. When submitting an assignment as an attachment to an email or an attachment to a Moodle assignment, please include your name, MKT6210.E1, and the assignment number in the subject line of the email as well as on the first page or title page of the assignment. If required, file attachments may be submitted in Word 2010 or later versions of Word for this course.

6. Plagiarism is strictly forbidden in this class. All written assignments will be submitted to an online review service (Turnitin and/or Grammarly) to evaluate your grammar and to check for plagiarized material. NO more than 15% of your paper can be directly quoted from outside sources OR generated by an AI tool like ChatGPT. I run a plagiarism check and generative-AI check on each paper. Any assignment exceeding the 15% limit will be given a zero score. Be certain that all of the material that is drawn from a specific reference source is properly cited according to APA 7th ed. standards.

7. The last day to submit any and all assignments is February 26, 2026.

### *Student's Responsibilities*
This syllabus contains information, policies, and procedures for a specific course.  By enrolling, the student agrees to read, understand, and abide by the policies, rules, regulations, and ethical standards of Amberton University as contained in the current university catalog and schedule of classes.

### *Attendance Policy:*
Regular and punctual class attendance and engagement is expected at Amberton University. In case of an absence, it is the student's responsibility to contact the professor as soon as possible. If a student intends on withdrawing from a course, it is the student's responsibility to follow the university's policy on formally withdrawing from a course. **Ceasing to attend classes does not constitute an official withdrawal.**

Attendance in a lecture course is defined as punctual arrival to, and engagement in, a full lecture session. A Student in a lecture course missing more than 20% (two class periods for weekday classes or one class period for Saturday classes) of the class meetings may be assigned a grade of an "F" or withdrawn at the discretion of Amberton University.

Attendance in a distance learning course is defined as active participation in the weekly online class sessions. "Active participation" can be defined as: submitting an academic assignment, taking an exam, engaging in an interactive tutorial, participating in an online discussion forum (or chat session), or initiating (or responding to) a communication with a faculty member about an academic assignment or the subject matter of the course. A student not meeting these requirements may be assigned a grade of an "F" or withdrawn at the discretion of Amberton University.

### Plagiarism Policy
Plagiarism is the presentation of someone else's work as though it were your own.  If you use another person's words, ideas, or information; or if you use material from an outside source – whether a book, magazine, newspaper, business publication, broadcast, speech, or electronic media – you must acknowledge that source.  Plagiarism is a violation of the University's code of student ethical conduct and is one that is taken seriously.  Amberton University operates on an honor system; therefore, honesty and integrity are essential characteristics of all who are associated with the institution.  All Amberton students are expected to abide by the honor system and maintain academic integrity in all their work. Amberton University and its instructors monitor student work for plagiarism and reserve the right to submit such work to technology-based plagiarism detection services and applications at any time.

Self-plagiarism means reusing work that you have already published or submitted for a class. It can involve:
- Resubmitting an entire paper
- Copying or paraphrasing passages from your previous work

Self-plagiarism misleads your readers by presenting previous work as completely new and original. Students may not submit the same paper in substance in two or more classes without prior written permission of the instructors involved.

Amberton University students who use Artificial Intelligence (AI) generated content must adhere to the following policies:

**Originality:** Students must avoid presenting AI generated content as their own original work. It is essential to acknowledge the involvement of AI in the content creation process in order to maintain academic and ethical standards.
**Paraphrasing:** When using AI generated content, students must rephrase and/or modify the generated text. Paraphrased AI generated content should also be properly cited.
**Acknowledgement:** When using AI generated content in any assignment, proper credit must be given to the AI system that generated the content.  https://apastyle.apa.org/blog/how-to-cite-chatgpt

Students agree that by taking this course, all required assignments may be subject to submission for a textual similarity review to Turnitin.com for the detection of plagiarism and self-plagiarism.  All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism in future papers. Use of Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com website.

Turnitin is a writing improvement and plagiarism prevention tool which uses special algorithms, to compare text-based student submissions to the Turnitin database and other online sources.  Turnitin produces a detailed **similarity report** that can be customized and viewed by instructors and students.

Turnitin "Draft Coach" is a Google based add-on to Turnitin which supports students in developing high-quality academic writing; and serves as an integrity coach.  Draft Coach helps address errors and improve the quality of student's writing by highlighting grammar mistakes, identifying incorrectly cited sources, and scanning for similarity across several databases.  By providing formative feedback on how to address citation issues, incorrect grammar, and matches with the Turnitin database, Draft Coach provides explanations to help students become more confident writers, capable of producing higher quality work both in academics and in the workplace.

**COURSE OUTLINE AND CALENDAR:**
(E-Mail Contact: Send a message via Moodle to Dr. Woods by December 13th to verify your ability to send and receive messages via the Moodle MKT6210.E1 course's messaging function. Your message should confirm that you have read and understand the course Syllabus, course Expectations, and Moodle Communications Guide. To send a message through Moodle, log onto this course in Moodle; click on "Participants" in the left navigation bar; select my name; click on "Send a Message;" type your message in the box provided; and click "Send Message."

This course covers the processes required to effectively manage the marketing function within a competitive modern organization. The course will be divided into sections covering fundamentals of marketing management, understanding the market, developing a viable marketing strategy, communicating, and delivering value, managing growth, designing value, and socially responsible marketing. Five (5) Discussion Forums, a Harvard Business simulation exercise, a mid-term quiz, and a final research paper will be required in the course.

The mid-term quiz will contain essay-type questions. Each Discussion Forum will require that a student posts a well-developed answer to the question(s) posed by Dr. Woods for that specific Forum – AND a well thought out response to at least two other student's postings. The final research paper will require the student to prepare a business marketing plan for a business concept of his/her own choosing (with the prior approval of Dr. Woods). • See Moodle Course Calendar for Weekly Assignment Due Dates. • See Moodle Weekly Assignments for the Content of Specific Assignments and Readings. NOTE: ALL SYLLABUS AND MOODLE ASSIGNMENTS HAVE BEEN ALIGNED WITH THE 16th EDITION OF KOTLER & KELLER, ET AL's MARKETING MANAGEMENT TEXTBOOK.

| Week | Topic | Assignment | Competencies Covered | Due Date |
|---|---|---|---|---|
| December 6 – 12 2025 | Fundamentals of Marketing Management a. Defining Marketing for the New Realities c. Marketing Planning & Management | Readings: Kotler, Keller, et al Text: Chapters 1 & 2 Read & become familiar with course expectations, syllabus & materials Assignments: Expectations Acknowledgement Complete Personal Profile in Moodle: Week #1 – Intro. Discussion Forum (1 Point) | 1, 2, 14, 20 | 12/12/25 |
| December 13 - 19 2025 | Understanding the Market a. Analyzing Consumer Markets b. Analyzing Business Markets c. Conducting Marketing Research | Readings: Kotler, Keller, et al Text: Chapters 3, 4 & 5 Assignments: Week #2 – Discussion Forum #1 (5 points): Posts & Responses | 3, 6, 7, 17 | 12/19/25 |
| January 3 - 9 2026 | Developing a Viable Market Strategy a. Identifying Market Segments & Target Customers b. Crafting a Customer Value Proposition & Positioning | Readings: Kotler, Keller, et al Text: Chapters 6 & 7 Assignments: Week #3 – Discussion Forum #2 (5 points): Posts & Responses | 3, 4, 6, 7, 20 | 1/09/26 |
| January 10 - 16 2026 | Communicating Value a. Managing Marketing Communications b. Designing an Integrated Marketing Campaign in the Digital Age c. Personal Selling & Direct Marketing | Readings: Kotler, Keller, et al Text: Chapters 12, 13 & 14 Communications Handout & Harvard Simulation Assignment Case Assignments: Week #4 – Discussion Forum #3 (5 points): Posts & Responses | 3, 4, 7, 15, 20 | 01/16/26 |
| January 17 – 23, 2026 | Review Study Materials from Weeks #1 through #4 | Readings: None Assignments: Mid- Term Quiz (10 points) | 5, 14 | 01/23/26 |
| January 24 – 30, 2026 | Delivering Value a. Designing & Managing Distribution | Readings: Kotler, Keller, et al Text: Chapters 15 & 16 Harvard Simulation Assignment Case | 1, 2, 3, 4, 5, 6, 7 | 01/30/26 |

| | | Channels b. Managing Retailing | Assignments: Week #5 – Discussion Forum #4 (5 points): Posts & Responses. Draft Marketing Plan Milwaukee Bobcats | | |
|---|---|---|---|---|---|
| January 31 – February 6, 2026 | Managing Growth a. Driving Growth in Competitive Markets b. Building Customer Loyalty c. Tapping into Global Markets | Readings: Kotler, Keller, et al Text: Chapters 17, 19 & 20 Assignments: Week #7 Harvard Business Case Study Revisions to Marketing Plan 3 – 5 Page | 8, 9, 11, 12, 13, 20 | 02/06/26 |
| February 7 – 13, 2026 | Designing Value a. Designing & Managing Products b. Designing & Managing Services c. Building | Readings: Kotler, Keller, et al Text: Chapters 8, 9 & 10 Assignments: Week #8 – Discussion Forum #5 (5 points): Posts & Responses | 10, 11, 12, 13, 16, 18, 19 | None02/26/26 |
| February 14 – February 20, 2026 | Socially Responsible Marketing - AND Prepare Final Research Paper | Readings: Kotler, Keller, et al Text: Chapter 21 Article: Database-Driven Marketing Assignment: Week #9 – Prepare Final Research Paper: Business Marketing Plan Milwaukee Bobcats Presentation 15 -20 slides | 8, 9, 10, 11, 12, 13, 14, 15, 17, 18, 19, 20 | 02/20/26 |
| February 21 – 26, 2026 | Final Research Paper | Readings: None Assignment: Final Research Paper (35 points) | 1 thru 20 | 02/26/26 |

**GRADING CRITERIA:**

Since the exams, Harvard Business case study, and research reports in this course contain written assignments, Dr. Woods expects each student to present his/her material with well-written, coherent, properly structured English appropriate for a high level, graduate course with reference citations included correctly. The thoughts and material presented should be original, well-developed, and relevant to the specific topic(s) of the assignment. An assignment that is too brief or sparse will typically NOT provide an adequate basis for assessing a student's knowledge and research effort on that particular assignment topic. English grammar, spelling, word choice, and usage are a part of your grade. All written assignments will be submitted to an online review service (Turnitin and/or Grammarly) to evaluate your grammar and to check for plagiarized material. NO more than 15% of your paper can be directly quoted from outside sources OR generated by an AI tool like ChatGPT. I run a plagiarism check and generative-AI check on each paper. Any assignment exceeding the 15% limit will be given a zero score.

Grading for this course will be as follows:

Discussion Forums (5) 25%
Harvard Education Case Study
Mid Term 30% Quiz 10%
Final Research Paper 35%

Graduate
  92 – 100    A
  82 – 91     B
  72 – 81     C
  62 – 71     D
  Below 62    F

**GRADE NOTIFICATION AND INSTRUCTOR FEEDBACK:**
A successful distance learning experience requires a flow of communication between instructor and student throughout the session. Instructor comments are considered essential to the learning process.  Therefore, each assignment/exam submitted will be reviewed, graded, and returned to the student in a timely manner along with the appropriate commentary.  Students should carefully review all comments.

Final grades are processed approximately one week after the last day of the session and may be located in the My Grades section of the online registration portal as well as being emailed to the student's Amberton University email. Amberton University staff will not release grades over the phone. University instructors will not leave a message with comments or grades in any type of media that is not secure.

For questions regarding grades after the semester has ended, students should use their university email account and contact the instructor at the faculty email address as provided above in *Professor Information* area.

*Incomplete Grades*
An "I" (incomplete grade) is given at the discretion of the professor and may be given only when an emergency or illness prevents the student from completing course requirements.  Should an "I" be granted, the student has 30 days from the end of the session to complete the conditions of the incomplete.  An "I" which is not properly removed within 30 days following the session enrolled will become an "F" grade.

*How To Withdraw From a Course*
To be official, the class withdrawal must be in writing and signed by the student requesting the withdrawal; no withdrawal is accepted verbally.  Please review the "Schedule of Classes" (online or in-print) for procedures for class changes or withdrawals and the refund policy and schedule.

**COURSE DELIVERY METHODOLOGY:**
This course is offered as a distance-learning course through the Moodle Learning Platform. Amberton's distance learning courses, called e-Courses, are identical to classroom courses in terms of learning outcomes, competencies, and instructor expectations.  A student choosing to take an e-Course must have the following skills and technical capabilities:

1.  Access to the Internet
2.  General knowledge in:
     Internet browser settings and configuration
     e-mail and file attachments
     Uploading and downloading files
     Using a word processing package
3.  Ability to conduct on-line research

Students who have not mastered these skills should not enroll for this course but should consider enrolling in MIS2110 Computer Concepts and Internet Technologies for instruction in these areas.

**HOW TO ACCESS YOUR COURSE:**

*Through the Amberton University Student Portal*
     Students enrolled in distance learning courses using the Moodle Learning Platform may access the course through the Amberton University Student Portal.  The site may be accessed through the University's main

page (http://www.Amberton.edu) or at http://apps.Amberton.edu.  After selecting the "Student Portal" link, you will be prompted for a Username and Password.

Use your assigned **username and password** (AUID) as described below to enter the AU Student Portal:

> **Username** = your capitalized firstname **initial**+lastname+last 3 digits of your SSN.
> > \* Use your name exactly as it is listed on the University's records, including any suffixes or hyphenations, such as Jr, Sr, or II, as a part of your username.
>
> > > For example:  James Jones, Jr.    SSN: 123-45-6789
> > > Username:  JJonesJr789
>
> **Password** = your Amberton University ID# (AUID) **including the dashes**
>
> > For example:  04-999-999

Once your login has been validated, you may select from a variety of menu options, including your individual E-Course, email account, Remote Research, General Tools, all Syllabi and Research Tutorials.

If you are accessing the Student Portal from a public or shared computer, close the browser completely when finished, or click on the Logout button. For security purposes, no other person should have access to your Username or Password. If you feel your information has been compromised or if you experience technical difficulties, contact the e-course system administrator at: e-sysop@amberton.edu

If you have lost or do not know your Amberton ID#, please contact the Student Services Office 972/279-6511 or advisor@Amberton.edu for a replacement AUID card.  You must know your Amberton ID# to gain access to the course and to send an email to your professor.

### *Through the Amberton University Moodle Website*
Students enrolled in distance learning courses using the Moodle Learning Platform may also access the course by going to: http://moodle.Amberton.edu

For those utilizing Moodle for the first time, the **username and password** for the Moodle Learning Platform will be emailed to the student's University email account prior to the start of the course. For those returning to Moodle who do not remember their username and password, click on the link "*Forgotten your username or password*" available on the Moodle log in page (http://moodle.Amberton.edu). Otherwise use the same username and password as previous session.

### Moodle Tutorial:
Upon successful log in and access to the Moodle learning platform, there is a *Student Moodle Tutorials* course available, to learn about the basics of Moodle. Simply click on the link for the *Student Moodle Tutorials* and read through the various learning topics: Navigating; Communicating; Assignments & Exams; Grades; and Student Resources.

### COURSE COMMUNICATIONS:
Students will communicate with faculty through the Moodle Learning Platform or the Amberton University email system.

### Email Communication
Each student enrolled is assigned an Amberton email account, which gives the student access to the Amberton email system (my.Amberton.edu).  This email account is provided by Google Apps for Education. Students are encouraged to check their email regularly for University news, notices, and to communicate with instructors.

The student's assigned email address would be Username@my.Amberton.edu

Example:  LJones-Smith789@my.Amberton.edu

The student Username is determined by:

firstname initial+lastname+last 3 digits of student ssn.

For example:  Linda Jones-Smith      SSN: 123-45-6789
Email Address = LJones-Smith789@my.Amberton.edu

Students will be prompted for a Username and Password when accessing their email account.  Use the Username portion of the email address as the username (Example: LJones-Smith789) and your Amberton ID# (including the dashes) as the password.

If you already have a Google Gmail account, you might be prompted to add this account to your current account. Click 'Yes' and you will be logged into your my.Amberton.edu email account. It will be a separate email account from your personal Gmail account.

If you need assistance with your email account, please visit https://support.google.com/mail

**Students are responsible for reviewing the "Communication Guidelines" provided on the individual E-Course for specific instructor requirements.**

Upon completion of a session, all communication and course specific information is removed from the Moodle system. If a student needs to maintain a record of communications or assignments, the student is strongly encouraged to print out or download these items to a disk for their own records.

**FORMAT AND SUBMISSION OF ASSIGNMENTS:**
Assignments are to be submitted to the appropriate assignment Drop Box in the Moodle system.  Specific directions and guidelines for submission of assignments are located on-line in the "Communication Guidelines" of the e-course.  Due to compatibility issues, Office 2007 files cannot be read by earlier versions of Microsoft Office.  Before submitting an exercise file, confirm the file is in the proper format for grading by the instructor.

**INSTRUCTOR/COURSE EVALUATION:**
Each session, all Amberton students are provided with the opportunity to evaluate their courses and instructors. The evaluation process is an important one and provides students with an anonymous and confidential way to give meaningful feedback to the University.  Summary information and comments are provided to faculty after the close of the session.  All information provided is anonymous.

The Instructor/Course Evaluation will be open for completion during week 9 of the session.  An evaluation assignment will be placed in week 9 of the Moodle course, along with the instructions on how to complete the evaluation.  Prior to week 9, the University will send out an email containing instructions and dates for the evaluation period.

**RESEARCH RESOURCES:**
The Library provides access to full-text, and peer reviewed articles, and digital research tools.  Students can search Library holdings through the online catalog and databases search engines available on the Library website or browse the physical library space and holdings located at the Garland campus.

Research items not contained in the Amberton Library collection can be located through interlibrary Loan (ILL) or through the TexShare program with the help of the Library staff.  Students with questions about available services, resources, or research, may contact the Library via email at Library@amberton.edu.

**RESEARCH ACCESS:**
Databases can only be accessed by authorized users, and students at Amberton must enter their Amberton ID credentials-same as Moodle login-to gain access when off-campus.  Use an Amberton website, such as the

University site ([Amberton.edu](Amberton.edu)) or the library site ([Library.amberton.edu](Library.amberton.edu)) to find links to databased and digital books.  Online resources are available all day, every day.

*Library Live Chat Feature*
Library staff are available to assist students with research problems or questions during Library hours through a live online chat feature, telephone, email, "How-to" videos, or in person. The library telephone is (972-279-6511 ext. 185. You can email questions to [library@amberton.edu](mailto:library@amberton.edu) or visit the library in person on the Garland campus for assistance.

*Microsoft Office 365 Education:*
Amberton University students have access to a license for Office 365 Education, a comprehensive suite of productivity tools. This package includes:
• Microsoft Word for document creation
• Excel for spreadsheets and data analysis
• PowerPoint for presentations
• OneNote for digital note-taking
• Microsoft Teams for collaboration
• Additional classroom tools to enhance your learning experience
To set up your student account and access these resources, please follow the instructions provided in our step-by-step guide:  [https://amberton.edu/wp-content/uploads/2025/01/Office365_Setup_Students.pdf](https://amberton.edu/wp-content/uploads/2025/01/Office365_Setup_Students.pdf)

*Google Workspace for Education:*
All students are assigned a Gmail account in Google Workspace for Education.

To set up your student account and access these resources, please follow the instructions provided in our step-by-step guide: [https://amberton.edu/wp-content/uploads/2025/01/Google_Drive_Students.pdf](https://amberton.edu/wp-content/uploads/2025/01/Google_Drive_Students.pdf)

Once logged into your student account, you'll have access to a suite of tools designed to enhance your learning experience:
- Google Docs: Create and edit essays, reports, and other written assignments
- Google Slides: Develop engaging presentations for projects and class discussions
- Google Sheets: Perform data analysis, create charts, and manage calculations
- Google Drive: Store, organize, and easily access all your files in the cloud
- Google Calendar: Schedule study sessions, track assignment deadlines, and manage your academic timetable
- Google Keep: Take and organize quick notes during lectures or study sessions
- Google Meet: Attend virtual classes, participate in group study sessions, or meet with teachers
- Google Classroom: Access course materials, submit assignments, and receive feedback from instructors
- Google Forms: Create surveys for research projects or participate in class quizzes
- Google Sites: Build websites or digital portfolios to showcase your work