



ONLINE COURSE INFORMATION

Winter 2017 Semester

COURSE: MCOM 201 L1

INSTRUCTOR: D. Reiman

Principles of Marketing

EMAIL: dreiman@monroecc.edu

There are many benefits of online courses at MCCC:

- Less restrictive scheduling
- Convenience
- Intensive self-study
- Course materials are accessible 24 hours a day 7 days a week

Some students struggle in an online format while other students excel. Students who excel in an online format are:

- Highly self-motivated
- Have strong computer skills
- Possess good time management skills
- Know how to study independently
- Possess good communication skills

Online classes at MCCC are **NOT self-paced**. Instruction is delivered in an entirely web-based format. Students must complete exams, assignments, etc. by specified due dates. Some exams and assignments may be required to be completed at an authorized location as established by the instructor.

When taking an online class students are responsible for:

- A reliable computer with Internet access and Microsoft Word; course specific software will be described below
- Knowing how to email attachments
- Maintaining his or her own computer and Internet connection; technical issues are NOT acceptable excuses for not keeping up with due dates
- Having access to a printer, if needed, for personal use of online materials

It is the student's responsibility to log into online course sites, including Blackboard, multiple times each week to keep up with communication, assignments and other coursework.

Blackboard

Online courses use Blackboard course management system as the means of communication between the students and the instructor.

It is the student's responsibility to be able to log into Blackboard and maintain his or her computer setup to work properly with Blackboard.

The Blackboard Login can be found on the College's webpage, www.monroecc.edu. Information on student usernames and passwords can be found on the Student Support tab on the Blackboard site.

Blackboard courses are made available to students on the day the course begins. Please see the Start Date below.

MCCC Student Email

It is essential that online students use their MCCC student email account. This will be the primary means of email communication between you and your instructor. For more information about activating your MCCC student email account, visit the college's webpage at www.monroecc.edu.

NEED HELP?

BLACKBOARD HELP DESK: 734.384.4328
or elarning@monroecc.edu

COLLEGE EMAIL: 734-384-4328

WEBPAL: 734-384-4333

COURSE DESCRIPTION	<p>The focus of this course is the study of the fundamental marketing principles. Topics include the marketing environment, marketing planning and research, consumer behavior, market segmentation, international marketing and the marketing mix.</p> <p>The complete Outline of Instruction can be found at http://www.monroecc.edu/outlines/.</p>
COURSE BEGINS	Friday, January 6, 2017
COURSE ENDS	Monday, May 1, 2017
REGISTRATION PROCESS	<p>Students must register for the course through the College's regular registration process.</p> <p>If you are a first-time online student at MCCC you must complete an online orientation course (ONL-001). You will be automatically enrolled into the online orientation course, which will provide you with critical information on the technical, study, reading and writing skills necessary to be a successful online student. This course will be listed in your MyCourses module in Blackboard and there will be 4 modules to complete. Please note that all four modules will NOT be visible when you first login, but will become visible once you complete the requirements for each module. Please complete WI 2017-ONL-001-L1 by January 5, 2017. Failure to complete the online orientation by the above date may result in <u>de-registration from your winter 2017 online course</u>.</p>
PROCTORED EXAMS OR ASSIGNMENTS	There are no proctored exams for this course. Assignments, exams, quizzes, and online discussion boards will have due dates, but you are not required to come to campus to complete any of the coursework.
ADDITIONAL INFORMATION: PROCTORED EXAMS OR ASSIGNMENTS	<p>Some online classes require students to take exams at authorized, proctored locations. Test proctoring centers are authorized testing locations where a staff person administers a test or assignment. If students are not able to arrange transportation to MCCC's main campus for testing, a proctored test site must be arranged. Students near the MCCC campus can take the test in the Regional Computer Technology Center (RCTC). Additional information on the RCTC can be found at http://www.monroecc.edu/rctc/index.htm. It is the student's responsibility to make arrangements for proctoring with his or her instructor. Students should also be aware that some testing sites have service fees, which are the responsibility of the student.</p>
COURSE MATERIALS AND TEXTBOOK INFORMATION	<p>Textbook information can be found on the MCCC Bookstore's webpage, http://www.monroecc.edu/bookstore/. Textbook information is posted approximately one month prior to the beginning of the semester. IMPORTANT: Make sure when identifying which course you are enrolled in, you get the materials for the ONLINE version of the course. Online course materials are not necessarily the same materials for the face-to-face class.</p> <p>Please contact the MCCC Bookstore for additional information, 734.384.4140.</p>

<p>COURSE EXPECTATIONS</p>	<p>There are multiple assignments due every week. You should plan to log into the course site and complete assignments and discussion threads several times each week throughout the semester.</p> <p>It is the student's responsibility to have the textbook and other required material at the start of the semester in order to complete assignments on time. Exceptions will not be made for students who order their textbook and/or other required materials online and do not receive them in a timely manner.</p>
<p>BLACKBOARD SYSTEM REQUIREMENTS</p>	<p>Browser Requirements:</p> <ul style="list-style-type: none"> • Mozilla Firefox 31 or higher (recommended browser for Blackboard) • Google Chrome 36 or higher (recommended browser for Blackboard) • Safari 6 or higher • Internet Explorer 9 or higher (IE compatibility view settings will need to be adjusted for optimum Blackboard use) <p>For the most current Blackboard operating system and browser requirements, please go to http://www.monroecc.edu/distancelearning/elearning_student.htm and access the "Blackboard Browser Requirements" link.</p> <p>Software Requirements</p> <ul style="list-style-type: none"> • Microsoft Word 2013 is recommended • Microsoft Office Suite is recommended • Adobe Reader 9.0 or higher <p>Other System Requirements</p> <ul style="list-style-type: none"> • High speed or broadband internet connection recommended • Printer, video and sound cards • CD-ROM drive
<p>COURSE SPECIFIC SOFTWARE</p>	<p>Recent version of Microsoft Word or the ability to save documents in the RICH TEXT FORMAT (RTF).</p>
<p>WHERE DO STUDENTS START</p>	<p>On the first day of class for the semester you should log into the Blackboard site at http://bb.monroecc.edu, select this course and follow the directions under Announcements.</p> <p>IF YOU ARE UNABLE TO LOGIN by 5:00 p.m. on the first day of class for the semester, you should send an email to David Reiman at dreiman@monroecc.edu.</p>
<p>OTHER INFORMATION</p>	<p>IMPORTANT NOTE: Course assignments include video segments that may require a high-speed (broadband) Internet connection such as a cable modem or DSL. Students who have a slower Internet connection, like dial-up, may require at least weekly access to a higher speed connection to complete these assignments. High-speed connections are available in MCCC computer labs.</p>
<p>[DATE]</p>	