



## ONLINE COURSE INFORMATION

### Winter 2019 Semester

COURSE: MCOM 201 L2

INSTRUCTOR: J. Verkennes

Principles of Marketing

EMAIL: [jverkennes@monroeccc.edu](mailto:jverkennes@monroeccc.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 Brightspace multiple times each week to keep up with communication, assignments and other coursework.

### Brightspace

Online courses use Brightspace 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 Brightspace and maintain his or her computer setup to work properly with Brightspace.

The Brightspace Login can be found on the College's webpage, [www.monroeccc.edu](http://www.monroeccc.edu).

**Brightspace 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.monroeccc.edu](http://www.monroeccc.edu).

### NEED HELP?

**BRIGHTSPACE HELP DESK**: 734.384.4328  
or [elarning@monroeccc.edu](mailto:elarning@monroeccc.edu)

**COLLEGE EMAIL**: 734-384-4328

**WEBPAL**: 734-384-4333

<p>COURSE DESCRIPTION</p>	<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 <a href="http://www.monroeccc.edu/outlines/">http://www.monroeccc.edu/outlines/</a>.</p>
<p>COURSE BEGINS</p>	<p>Friday, January 11, 2019</p>
<p>COURSE ENDS</p>	<p>Monday, May 6, 2019</p>
<p>REGISTRATION PROCESS</p>	<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 Brightspace 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 <b>WI2019-ONL-001-L1 by January 9, 2019</b>. Failure to complete the online orientation by the above date may result in <u>de-registration from your Winter 2019 online course</u>.</p>
<p>PROCTORED EXAMS OR ASSIGNMENTS</p>	<p>None, all coursework is completed online.</p>
<p>ADDITIONAL INFORMATION: PROCTORED EXAMS OR ASSIGNMENTS</p>	<p><b>Some</b> 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 <a href="http://www.monroeccc.edu/rctc/index.htm">http://www.monroeccc.edu/rctc/index.htm</a>. 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>
<p>COURSE MATERIALS AND TEXTBOOK INFORMATION</p>	<p>Textbook information can be found on the MCCC Bookstore's webpage, <a href="http://www.monroeccc.edu/bookstore/">http://www.monroeccc.edu/bookstore/</a>. Textbook information is posted approximately one month prior to the beginning of the semester. <b>IMPORTANT:</b> 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>

Please contact the MCCC Bookstore for additional information, 734.384.4140.

COURSE EXPECTATIONS

It is each student’s responsibility to ensure regular and reliable access (several days each week) to the Internet for access to email, the Brightspace course site, and the Connect Plus website. It is not possible for the professor to troubleshoot or provide assistance for individual students in the use of their computer or the Internet. If your preferred computer fails for any reason, it is your responsibility to arrange for other access to the course. Computer labs are available on the Monroe County Community College campus, and many public libraries have open computer access. Computer or Internet failure will not be an acceptable excuse for late or missing coursework. Complete assignments early enough that you can make other arrangements if your computer or your Internet connection fails.

Keep up with your work. One of the major reasons students drop or fail online classes is that they get behind and cannot catch up. Plan to set aside several blocks of time each week to work on this class, and stick to it. Changes to the class schedule and any other important information related to the class will be posted in the “Announcements” in the Brightspace course page. Log into Brightspace several times each week and read these announcements each time you log in.

Complete all readings as assigned. You will be tested over all textbook content posted for each chapter.

Assignments are to be completed on time. Do not wait until the last minute to turn in assignments, because technology glitches do happen. I will not accept late assignments or tests. Assignments turned in late, or tests completed late will receive a zero. Exceptions may be made under extraordinary circumstances at the sole discretion of the instructor.

Please be patient. I check my email regularly, but online classes result in a great deal of email. I will try to respond to student emails within 24 hours (not including weekends).

BRIGHTSPACE SYSTEM REQUIREMENTS

**Browser Requirements:**

**Desktop Support**

Browser	Supported Browser Version(s)	Maintenance Browser Version(s)
Microsoft® Edge	Latest	N/A
Microsoft® Internet Explorer®	N/A	11
Mozilla® Firefox®	Latest, ESR	N/A

Google® Chrome™	Latest	N/A
Apple® Safari®	Latest	N/A

For the most current Brightspace operating system and browser requirements, please go to [https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.htm?Highlight=browser](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm?Highlight=browser) and access the Desktop support section.

**Software Requirements**

- Microsoft Word 2016 is recommended
- Microsoft Office 2016 Suite is recommended
- Adobe Reader (latest version)

**Other System Requirements**

- High speed or broadband internet connection recommended
- Printer, video and sound cards
- CD-ROM drive

COURSE SPECIFIC SOFTWARE

**McGRAW-HILL CONNECT ACCESS**

*McGraw-Hill Connect* is an online supplement to our textbook, and it will be used along with Brightspace as a tool for accessing and completing quizzes and assignments. To register for Connect Plus follow these instructions: *Please **do not** go directly to <http://connect.mheducation.com>. To access Connect, go into Brightspace and click on the Connect quiz in the Modules folders. The first time you click on a Connect quiz in Brightspace you will be asked to enter your Connect Access Code. This is the code that was bundled with your textbook. Once you have entered that code the first time, you will not have to do so again.*

WHERE DO STUDENTS START

This course will use the Brightspace online course software for to orient you to the course, to distribute assignments, provide practice quizzes, post grades, and other activities. To log into Brightspace, you will need a computer with an Internet connection (if you do not have other access, you may get to the Internet on computers in the college computer labs).

To Log Into Brightspace:

Go to [www.monroecc.edu](http://www.monroecc.edu) and click on the Brightspace link. Your USERNAME is the same as your WebPAL username. Your PASSWORD is the last four digits of your social security number.

OTHER INFORMATION

Each student is responsible for reading the announcements in Brightspace. Any changes to assignments, due dates, or other critical information will be posted there. You should log into Brightspace and check for any course announcements at least once every two days.

[DATE]