



BLENDDED COURSE INFORMATION

Fall 2021 Semester

COURSE: MCOM 201 B1

INSTRUCTOR: D. Reiman

Principles of Marketing

EMAIL: dreiman@monroecc.edu

There are many benefits of **Blended** courses at MCCC:

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

Since **Blended** courses require work on the computer using Brightspace, as well as classroom work, students should possess the following skills to be successful:

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

Blended classes at MCCC deliver instruction in a web-based format, along with periodic face-to-face classes as established by the instructor.

When taking a **Blended** 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 on a regular basis. It is essential to log into Brightspace regularly to keep up with communication and assignments.

Brightspace

Blended courses use Brightspace course management system as the means of communication between the students and the instructor, along with periodic face-to-face class meetings as established by 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.monroecc.edu.

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

MCCC Student Email

All students are required to use their MCCC sponsored student email address. Information on the MCCC student email can be found on the Student Support tab on the Brightspace site.

NEED HELP?

BRIGHTSPACE HELP DESK: 734.384.4328
or elarning@monroecc.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 http://www.monroecc.edu/outlines/.</p>
<p>COURSE BEGINS</p>	<p>Thursday, August 26, 2021</p>
<p>COURSE ENDS</p>	<p>Tuesday, December 7, 2021</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 blended 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 blended 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 FL2021-ONL-001-L1 by August 21, 2021. Failure to complete the online orientation by the above date may result in <u>de-registration from your Fall 2021 blended course</u>.</p>
<p>SCHEDULED MEETINGS</p>	<p>Tuesdays – 9:30 am – 10:50 am – Virtual Class Meetings, Zoom Thursdays – 9:30 am – 10:50 am – Founders Hall, F-114</p>
<p>COURSE MATERIALS AND TEXTBOOK INFORMATION</p>	<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.</p> <p>IMPORTANT: Please ensure you are validating the entire course name and number when searching for and selecting books to purchase on the Bookstore website. Required texts for classes can vary depending on instructors or if the classes are being held online.</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>

BRIGHTSPACE
SYSTEM
REQUIREMENTS

Browser Requirements:

Desktop Support

Browser	Supported Browser Version(s)	Maintenance Browser Version(s)
Microsoft® Edge	Latest	N/A
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 and access the Desktop support section.

Software Requirements

Download/access web-based Microsoft Office applications:

1. Go to www.monroecc.edu and click CURRENT STUDENTS
2. Next click on EMAIL from the list of links on the left, it will open another window
3. Click EMAIL LOGIN, then log in with your entire MCCC email address (e.g., tperson23456@my.monroecc.edu) and your email password, which initially is your seven-digit student ID#.
4. Click on the **9-dot square** in the upper left corner next to the word "Outlook", some Office Suite icons appear
5. Click on the **Office 365 with an arrow** link, more Office Suite icons appear
6. Finally, click on the **Install Office link** and follow the instructions **NOTE there are links in the instructions if you have difficulties installing the software. Please use those links to resolve any possible installation issues.*

FYI - You will not be able to download Microsoft Office until the first day of the semester.

Other System Recommendations

- Broadband internet connection
- Webcam

COMPUTER
REQUIREMENTS

PC or Mac computer systems with Windows 10 (or Mac equivalent OS) is required.

Chromebook Use Limitations: Chromebooks cannot be used for courses requiring Microsoft Office applications (e.g., CIS 130, CIS 109,

	<p>etc.). Additionally, Chromebooks may not work with when taking quizzes requiring <i>Respondus Lockdown browser in Brightspace</i>.</p> <p>Mac Computer Use Limitations: The Microsoft Access application does not work on a Mac.</p>
<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 Brightspace 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 and other activities 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>STUDENT LOGIN INFORMATION</p>	<p>To login to Brightspace, E-mail, or WebPal, go to www.monroecc.edu and click on CURRENT STUDENTS on the menu bar, then click on Brightspace, email, or WebPal from the links that appear on the left side of the screen.</p> <p>Brightspace - Login to Brightspace using your unique MCCC Webpal username (i.e., the first part of your MCCC email address) and 7-digit student ID number for your password (or whatever password you use for your MCCC college email account). You should be able to access Brightspace 24 hours after registering for a course. Courses are not available in Brightspace until the first day of the semester.</p> <p>E-mail - Your email address is your MyWebPal user name followed by @my.monroecc.edu (i.e. jsmith12345@my.monroecc.edu). Your password is your seven-digit student ID number (including leading zeros).</p> <p>WebPal - You need a WebPAL user ID and a password to access WebPAL. Your WebPAL user ID is usually your first initial and last name (i.e. Mary Smith = msmith). To find your user ID, click on "What's My User ID?" on the WebPAL home page. Your initial password is your six-digit birthdate (i.e. January 1, 1970 = 010170). After logging on the first time, WebPAL will ask you to change your password. If you are a returning student and can't remember your password, click on "What's My Password?" on the WebPAL home page, then choose "Reset my password." If you have an e-mail address on file, WebPAL will send you a new password.</p>
<p>[DATE]</p>	