



HYBRID COURSE INFORMATION

Fall 2024 Semester

COURSE: MCOM 201 B1

INSTRUCTOR: P. Lambrix

Principles of Marketing

EMAIL: plambrix@monroeccc.edu

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

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

Since **Hybrid** 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

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

When taking a **Hybrid** 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
- General Web Navigation, research and browser maintenance skills

It is essential to log into Brightspace regularly to keep up with communication and assignments.

Brightspace

Hybrid courses use Brightspace course management system as the means of communication between the students and the instructor, along with periodic face-to-face or virtual 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.monroeccc.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@monroeccc.edu

COLLEGE EMAIL: 734-384-4328

WEBPAL: 734-384-4333

<p>COURSE DESCRIPTION</p>	<p>The focus of this course is on the study of the fundamental marketing principles. Topics include the marketing environment, market planning and research, consumer behavior, market segmentation, international marketing and the marketing mix.</p> <p>The Course Outcome Summary can be found at https://www.monroeccc.edu/course-outcomes.</p>
<p>COURSE BEGINS</p>	<p>Wednesday, August 21, 2024</p>
<p>COURSE ENDS</p>	<p>Monday, December 9, 2024</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 Hybrid 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 Hybrid 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 FL2024-ONL-001-L1 by August 21, 2024. Failure to complete the online orientation by the above date may result in <u>de-registration from your Fall 2024 Hybrid course</u>.</p>
<p>EXAMS OR ASSIGNMENTS</p>	<p>Assignments and exams will be a blend of online and in class activities.</p>
<p>ADDITIONAL INFORMATION: EXAMS OR ASSIGNMENTS</p>	<p>MCCC students completing online quizzes/tests or other assessment activities from home or other remote locations may be required to complete a room scan before the assessment activity. Students seeking an alternative to the pre-assessment room scan should contact MCCC Student Services at 734.384.4255 for more information regarding on-campus assessment options.</p>
<p>SCHEDULED MEETINGS</p>	<p>Class will meet in person one day per week during the semester.</p>
<p>COURSE MATERIALS AND TEXTBOOK INFORMATION</p>	<p>All required textbooks and/or access codes are available for purchase by the student at the MCCC/eCampus Online Bookstore website: https://monroeccc.ecampus.com/. Sign in using your MCCC student email and password.</p> <p>All required course supplies are available for purchase by the student at the Campus Store or on the Campus Store website: https://bookstore.monroeccc.edu/</p> <p>Textbook information is available for viewing approximately one month prior to the beginning of the semester at https://monroeccc.ecampus.com/. IMPORTANT: Please ensure you are logging in and using the “Shop by Schedule” option to view and purchase only those materials assigned to your specific course(s).</p>

Please contact the MCCC Campus Store for additional information, 734.384.4140.

**COURSE
EXPECTATIONS**

- Learning activities will include textbook readings, web resources, assignments that will be submitted online, and online homework. The Brightspace course management system and email will be the primary tools for communication.
- Students should plan to log into the course site and complete assignments and discussion threads several times each week throughout the semester.
- 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

**Research suggests that students should spend approximately 3 hours outside of regular in-class or online instruction, per credit hour, per week (e.g., 3 credit hour course + 9 hours studying per week outside of class time = 12 total hours per week), studying in order to be successful in their college courses.

**BRIGHTSPACE
SYSTEM
REQUIREMENTS**

Browser Requirements:

Desktop Computers

Brightspace is supported on the following desktop platforms with the **latest browser versions:**

Platform	Apple® Safari®	Google® Chrome™	Microsoft® Edge	Mozilla® Firefox®
Apple® Mac OS®	Yes	Yes	Yes	Yes
Microsoft® Windows®	No	Yes	Yes	Yes

Tablets and Mobile Devices

Brightspace is supported on the following tablets and mobile devices with the **latest browser versions:**

Platform	Apple® Safari®	Google® Chrome™	Microsoft® Edge	Mozilla® Firefox®
Apple® iOS® for iPhone® and iPad®	Yes	No	No	No

Android™ OS for Android phones and tablets	No	Yes	No	No
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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 email password (new student password = first letter of first name (lower case), first letter of last name (lower case), birth year, 7-digit student ID number).
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, etc.). Additionally, Chromebooks do not work when taking quizzes requiring *Respondus Lockdown browser in Brightspace*.

Mac Computer Use Limitations: The Microsoft Access application does not work on a Mac.

COURSE SPECIFIC SOFTWARE

Recent version of Microsoft Word or the ability to save documents in the RICH TEXT FORMAT (RTF).

WHERE DO STUDENTS START

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.

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 Patrick Lambrich at

	plambrix@monroeccc.edu.
OTHER INFORMATION	<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>
STUDENT LOGIN INFORMATION	<p>To login to Brightspace, E-mail, or WebPal, go to www.monroeccc.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 email address and email password (new student password = first letter of first name (lower case), first letter of last name (lower case), birth year, 7-digit student ID number).</p> <p>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.monroeccc.edu (i.e. jsmith12345@my.monroeccc.edu) and email password (new student password = first letter of first name (lower case), first letter of last name (lower case), birth year, 7-digit student ID number).</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>