Orientation Letter
(Instructor Course Description) for
BUS 140 Section #95158
“Principles of Marketing”

Class Starts on Monday, February 10, 2014

Note: Proctored Exams in COC TLC

Dear Students,

Greetings! Happy New Semester!

I hope that you had a great Winter Break and that you are ready to embrace learning about the principles of marketing in Spring 2014.

My name is Diane Sionko, and I would like to welcome you to the online version of the “Principles of Marketing” course (BUS 140). I am your professor, and I look forward to working with you at the College of the Canyons.

Please read this entire welcome letter before proceeding with the course. This letter will provide you with important information about the course, including how to log in, how to arrange for taking your proctored exams, and how much work is required.

So here goes. Happy reading!

What will you learn in this Principles of Marketing Course?

This course is designed as a beginning undergraduate college course in marketing. Upon successful completion of this course, students should be able to differentiate between fundamental concepts, theories, and issues of modern marketing. Students should also be able to analyze key marketing issues and propose effective marketing strategies to resolve these issues with emphasis on product, pricing, promotion, and placement strategies.
What if you are more experienced in business marketing and would like to learn how to write an overall business plan, or learn techniques in one specific area of marketing, such as advertising only or selling only?

Please note that if you are an experienced business marketing professional, this may or may not be the course for you.

- This course focuses on the fundamental concepts of modern marketing in a changing world. The students in this course will study fundamental marketing concepts in such substantive areas as: creating customer value, buying behaviors, market research, market strategy, target market analysis, global marketing, electronic marketing, and sales techniques, with particular emphasis on the marketing mix, including product, pricing, promotion, and distribution decisions.

- There are other business department course offerings that can probably meet your more specific needs, whether you would like to learn how to write a business plan, or learn or improve only your advertising methods or only your selling techniques. Please see the COC College Catalog for a description of other great COC business courses that you might like to take.

Should you take this marketing course in the online format?

Only you can make that decision. But here is some information that may help you in making your decision. Students who do well in online college courses tend to share the following qualities:

- They are good at motivating themselves to complete work by deadlines.
- They are strong readers and communicate well in writing.
- They have effective time management skills.
- They enjoy active, cooperative learning experiences.
- They have reliable access to the Internet.
- They have basic computer skills, including the ability to cut/copy and paste between documents, send and receive e-mail attachments, and create and save documents in Microsoft Word or rtf format, create and save graphs/charts/diagrams in Microsoft Excel or Microsoft PowerPoint.
Will everything for this class be done online from the comfort of your own home, OR do you have to come to campus to take your exams?

This is an important question. This course is considered online, which means that all work will be done online and there are no physical classroom scheduled meetings. **However, all online exams will be proctored at the physical TLC (Tutorial Lab) located at the physical Valencia Campus of the College of the Canyons.** Exams are proctored in the TLC to ensure that they are completed without the aid of the textbook or notes in order to maintain the academic integrity and rigor of this course.

That means that you will have to make arrangements to come the physical COC Valencia campus to take the online proctored exams during the Spring Semester exam-proctoring hours of the TLC on certain dates.

Here are the **scheduled dates for the BUS 140 Online proctored exams** that are to be taken during the **Spring Semester exam-proctoring hours of the TLC** on the **physical COC Valencia campus**:

- **Exam #1:** Wed., March 12 OR Thurs., March 13, 2014
- **Exam #2:** Wed., April 23 OR Thurs., April 24, 2014
- **Exam #3:** Wed., June 4 OR Thurs., June 5, 2014
- **Assessment Exam:** Wed., June 4 OR Thurs., June 5, 2014

**Please make sure that you can come to the physical COC Valencia campus to take your proctored exams on these dates during the Spring Semester exam-proctoring hours of the TLC.**

**Please contact the TLC Exam Proctor** in the COC TLC Lab to make an appointment to take your exams at the TLC Lab during the exam-proctoring hours of the TLC Lab during the Spring 2014 semester. You need to set up an appointment, so that you do not end up coming to campus to take the exams only to find that there is a wait or that there are no computers available. **The COC TLC now REQUIRES that you make an appointment in advance to take your online proctored exams.** In addition, **the COC TLC now REQUIRES that students submit their valid, current COC Student ID Card.** The **TLC Exam Proctor’s telephone number is:** 661-362-3194
The **TLC Exam Proctor’s e-mail address is:** TLCTestProctor@canyons.edu
If you live in Northern California or out-of-state, how can you take the proctored online exams at the COC Valencia campus?

If you live in Northern California or outside of California, then you will need to find an approved, authorized educational facility, such as a local community college or university where you can take your online proctored exams on the exam dates specified for this course.

If this out-of-geographic-area situation applies to you, please contact the TLC Exam Proctor (TLCTestProctor@canyons.edu) in the COC TLC Lab to get everything set up. Since there are a large number of students taking online classes at COC, please contact the TLC Exam Proctor right away. The TLC Exam Proctor has indicated that they will need at least about ten business days in advance of each exam date to verify the status of the educational facility, send out exam details to the proctor, and make the proper arrangements. Also, please send me an e-mail to let me know that this situation applies to you as soon as you register for this course.

What are the technology requirements for this online class?

- Reliable computer with reliable, consistent Internet access
- Up-to-date Internet browser, such as Internet Explorer, Mozilla Firefox
- Word document software (Microsoft Word)
- PowerPoint presentation software (Microsoft PowerPoint)
- Excel chart and graph software (Microsoft Excel)
- Valid COC My Canyons e-mail address that you check daily
- Computer skills, such as basic document creation and handling (how to cut/copy/paste from one document to another, how to create and save documents in Microsoft Word), how to attach documents to e-mail messages, how to create and save a graph/chart/diagram, etc. in Microsoft Excel or Microsoft PowerPoint.
How do you get started with this online principles of marketing course?

This course will be available on COC’s Blackboard course management system beginning Monday, February 10, 2014, at about 1:00 PM.

Do you have to login by a certain deadline?

You must log in by Tuesday, February 11, 2014, at 11:00 PM Pacific time (or you will be dropped from this course.)

How do you login to Blackboard?

Follow the Login instructions that are located at the Distance Learning Blackboard Orientation site:
http://www.canyons.edu/Offices/Distance_Learning/Blackboard_login.html

You will need the following to login:

- Your College of the Canyons ID number
- Username = your 7 digit Datatel ID number
- Password = student (You can change your password to something more secure by going to “Tools” and then “Personal Information”.)

Note: Please enroll in this course immediately, because it can take between 24—48 hours for a student’s name to appear in Blackboard after the student has registered for the course.
How do you purchase the required textbook for this course?

You can go to the COC Bookstore located at the Valencia campus, and ask to speak with the Bookstore Manager Kate Dominguez or the Textbook Manager. They should give you the course textbook which should include the proper web access code for online course materials that you will need for this online course. Here is the contact link for the COC bookstore: http://coc.bncollege.com/webapp/wcs/stores/servlet/BNCBLocationAndContactView?langId=-1&storeId=24054&catalogId=10001

NOTE: Do NOT open the wrapping of the textbook until class begins. It is my understanding that the Bookstore will NOT accept textbook returns if the textbook is unwrapped. Check with the COC Bookstore Manager.

If you obtain the required textbook for this course from a source other than the COC Bookstore, then how can you purchase the required proper web access code for this online course?

The required textbook for this course is the 11th edition of Marketing: An Introduction, by Gary Armstrong and Philip Kotler (2013). The Publisher is Pearson.

Also REQUIRED is the Pearson Course Connect 3 web access code.

If you obtain the required 11th edition of this textbook from a source other than the COC Bookstore, then it is my understanding that you can purchase the proper Pearson Course Connect web access code from the Pearson Publisher directly. If this situation applies to you, please contact the Pearson Publisher, and read your course syllabus that will be available to you on the first day of this online class with additional information about purchasing the correct Pearson Course Connect web access code separately.
Are you ready for an online class?

- The Online Learning Readiness Assessment site provides surveys to help you determine whether an online class is right for you. Click on this link to access the surveys. [http://www.canyons.edu/Offices/Distance_Learning/info/Assessments.asp](http://www.canyons.edu/Offices/Distance_Learning/info/Assessments.asp)

- If you are taking an online class for the first time, you may consider taking Counseling 070 (Becoming a Successful Distance Learning Student). This link provides information about Counseling 070, a one-unit 8 week course designed to improve your success in online courses. [http://www.canyons.edu/Offices/Distance_Learning/info/COUNS070.asp](http://www.canyons.edu/Offices/Distance_Learning/info/COUNS070.asp)

- If there are technical skills with which you need assistance, you may visit COC’s Online Learning web site for some tutorials: [http://www.canyons.edu/Offices/Distance_Learning/info/minitutorial.asp](http://www.canyons.edu/Offices/Distance_Learning/info/minitutorial.asp)

- Please use the Distance Learning Student Checklist: [http://www.canyons.edu/Offices/Distance_Learning/online.html](http://www.canyons.edu/Offices/Distance_Learning/online.html)
Do you have the motivation and time to commit to this online course?

If you are already familiar with taking online college courses, this class will likely feel comfortable. If this is the first time that you that you will take an online college course, then it is important to realize that there are differences between the online environment and the traditional physical classroom. Since your professor is not physically visible to you in the online environment, it is possible that you may forget about the work required for success in this course. That means that learning online requires good time management skills.

There is a substantial amount of effort required for this course, which may include discussion boards, marketing case analysis, research, readings, writing essays, quizzes, proctored exams, and other assignments. You may expect to spend MANY HOURS per week completing the reading and other work assignments for this course. You may also expect to log in to this class every day for the duration of the course.

If all of this sounds like more than you can manage, perhaps a traditional physical classroom course is for you. As I write this orientation letter, it is my understanding that there may be at least one BUS 140 Spring 2014 course section that may be scheduled to meet in a physical classroom. You may wish to register for such a course. (See COC Spring 2014 Schedule of Classes.)

But if you are highly motivated to learn and analyze the principles of marketing, then this is the course for you. In our BUS 140 course, motivated students learn to carefully assess marketing issues and develop critical thinking skills needed in the working environment. In addition, students have the opportunity to interact with a wide variety of students of diverse backgrounds and experiences without the limitations of physical classroom time constraints.

Once again, I would like to welcome you to our BUS 140 online course. I look forward to meeting you online on February 10, 2014.

Sincerely,

Diane Sionko
Professor of Business
College of the Canyons
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