Orientation Letter for BUS 140 Section #14666 “Principles of Marketing”

Class begins on Monday, February 10, 2015

This is a HYBRID class and meets once a week (on Mondays) from 6:30 – 7:50 p.m. on the main COC campus in Hasley Hall Room 235.

Hi Everyone!

I look forward to working with you this semester!

Please read this entire welcome letter before registering for or starting the course. This letter contains important information about course logistics, including how to sign up for My Marketing Lab, how to log in on Blackboard, as well as giving you an overview of how much work is required.

**What will the course cover?**

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.

In addition to completing assignments through the Pearson Online Supplementary Tool called My Marketing Lab, students will also be asked to post assignments and participate in online discussions on Blackboard.

One of the bigger individual assignments includes conducting an informational interview with a marketing professional. (The person selected must be approved by the instructor in advance.)

The final project for the course involves working with another student (teams of two) to develop a marketing plan for a local business or non-profit. (The business or non-profit client must also be approved by the instructor in advance.)

**What is a HYBRID course like?**

Many people believe hybrid courses offer the best of both worlds – the convenience of being able to work at times more convenient for busy working professionals, but also having the weekly opportunity to interact with the instructor and other students in person. Hybrid classes can be very enjoyable and many people find it easier to manage in terms of scheduling. That said, the actual assignments are identical, but the overall level of participation and workload is somewhat heavier.
than in a traditional face to face class given the online requirements for interacting with the instructor and other students.

**Is a HYBRID class right for me?**

Only you can make that decision. Typically students who do well in hybrid and/or online college courses tend to share the following qualities:

- Highly motivated and self-directed
- Good at meeting deadlines and following directions
- Possess strong reading and writing skills
- Possess effective time management skills
- Enjoy active, cooperative, real-world learning experiences
- Have ongoing, regular access to a computer and the internet
- Possess basic computer literacy (including the ability to cut/copy and paste across documents, send and receive emails including attachments, create and save documents/charts/graphs/diagrams using Microsoft Office. Office includes Word, PowerPoint and Excel).

**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, familiarity with Microsoft Office Suite, the ability to perform basic document creation and handling (know 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.

**When can I start?**

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 to not be dropped?**

You must attend the first on campus class on Monday, February 10th, and log in by Tuesday, February 11, 2014, by 11:00 PM Pacific time or you will be dropped from this course.
How do you log on to Blackboard?

Follow the Log in instructions located on 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 by going to “Tools” and then clicking on “Personal Information”.)

Note: If you are planning to take the course, do not wait until the last minute to register. Aside from the fact that the class tends to fill up quickly, it can also take between 24—48 hours for your name to appear in Blackboard after registering.

Avoid disappointment, and register in a timely manner.

How do I purchase the required textbook for this course?

You may go to the COC Bookstore located on the Valencia campus and ask to speak with the Bookstore Manager (Kate Dominguez) or the Textbook Manager. Either manager will be able to help you get the correct textbook that also includes the proper access code for Pearson’s My Marketing Lab online course tool and that you will need for this 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

There are several options available in terms of purchasing the textbook:

1.) Traditional hard cover bound book
2.) Looseleaf hole punched copy
3.) Online electronic copy of the book directly from Pearson and accessible through My Marketing Lab.

NOTE: Do NOT unwrap the textbook until class begins and we have had our first class meeting. It is my understanding that the Bookstore will NOT accept textbook returns if the textbook is unwrapped. Check with the COC Bookstore Manager to be sure and avoid disappointment.

If I buy the required textbook for this course from a source other than the COC Bookstore or Pearson, how do I purchase the required access code for My Marketing Lab?
The REQUIRED textbook for this course is the 15th edition of *Marketing: An Introduction*, by Gary Armstrong and Philip Kotler. The Publisher is Pearson. The ISBN is: 9781269925389

Also REQUIRED is the Pearson My Marketing Lab web access code. There is an additional cost associated with the access code.

If you obtain the required 15th edition of this textbook from a source other than the COC Bookstore, then it is my understanding that you may 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 the course syllabus (that will be available to you on the first day of this hybrid class) with additional information about purchasing Pearson's My Marketing Lab access code separately.

**Important:** I am well aware how costly textbooks are, however, Pearson recently updated My Marketing Lab to correspond directly and be used with the new 15th edition copy of the textbook. If you purchase a different (earlier) edition, while it may cost less up front, you will find the assignments and pagination does not correspond to My Marketing Lab, which can be very frustrating later. The International edition is NOT recommended – it is a different book.

**Are you ready to take a HYBRID class?**

- The Online Learning Readiness Assessment site provides surveys to help you determine whether a class with a significant online component 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 a HYBRID 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 or HYBRID 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/DistanceLearning/OnLine/Pages/StudentChecklist.aspx](http://www.canyons.edu/Offices/DistanceLearning/OnLine/Pages/StudentChecklist.aspx)
The Distance Learning Student Checklist will help you determine if you have the motivation and time to commit to this kind of a course.

Does this course offer the same services to disabled students as a traditional on campus class?

Absolutely!

Please refer to the following two links regarding DSPS services and provisions available at COC, and know that everything outlined below also applies to this course. Should you have any questions or concerns, I am more than happy to speak with any students separately.

http://www.canyons.edu/Offices/DSPS/Pages/Accomodations.aspx

http://www.canyons.edu/offices/dsps/Pages/default.aspx

If you are already familiar with or have taken any online college courses, this class should feel pretty straightforward. If this is the first time that you are taking a HYBRID or an online college course, then it is important to realize that there are differences between the online environment and the traditional physical classroom. Since we will only be meeting in person once a week, it’s easier to fall behind. HYBRID courses have a strong additional online component to them that assumes and requires very good time management skills.

This course has a pretty significant workload including in class activities and discussions, online discussion boards, marketing case analysis, research, readings, writing essays, quizzes, proctored exams, and other assignments. You should expect to spend 6-8 hours per week completing the reading and other individual and team assignments for this course. You are also expected to log in to this class 3-4 times a week for the duration of the course.

If all of this sounds like it may be a bit more than you can manage, a traditional face to face class experience might be a better option. It is my understanding that there will be at least one BUS 140 Spring 2015 section that meets in a physical classroom on campus. You may wish to consider registering for such a course. (See the COC Spring 2015 Schedule of Classes for further information.)

If you are highly motivated to learn the principles of marketing, and are comfortable knowing what the general expectations and requirements of a HYBRID course entail, then this may a good 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 HYBRID course. I look forward to meeting you on campus in Hasley Hall Room 235 on February 10, 2015 for our first meeting.

Sincerely,

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