**MKTG 10**

**Course Syllabus: Fall 2012**

**Instructor: Ms. Cari Tollefson**

**Office Hours: Arranged**

**Email: cari.tollefson@reedleycollege.edu**

**Course Title & Code #:**  MKTG 10: Marketing

**Meeting Day, Time & Location:** Online

**Course Description**: This is an online course covering the basic areas of marketing.

**Prerequisites**: None. Advisories include: Eligibility for ENGL 125 & 126 and MATH 101

**Learning Objectives & Outcomes:**

* The understanding of Marketing and its value
* An understanding of how media and ethics affect marketing, how it restricts and helps.
* Internal organizational structures and ethics
* Consumers and their decision making
* Promotions and Communication strategies

**Learning Methods & Course Activities:**

* Required readings
* Problem solving
* Internet Research

**Assessment:** Students completing all exams, assignments, and activities with a cumulative, average grade of "C" or better will be deemed as having achieved the course objectives previously stated.

**Textbook:** MKTG with WebTutor Supplement

**Course Activities & Evaluations:** **Earned Percentage of Possible Points - Grade:**

Participation 10% 90- 100% A

Discussions 30% 80 - 89% B

Presentation 15% 70 - 79% C

Quizzes, Tests 20% 60 - 69% D Final 25% < 60% F

Total 100%

**INTERNET & E-MAIL**

* Access to broadband Internet is required. If you do not have an Internet connection, you may use the resources in the Reedley College Library, Student Center or at other computer labs on campus.
* **An email address is required for all students**.

If you do not already have one, please either obtain an email address through the RC Library – or any one of the many free email services out there (gmail, hotmail, etc.).

* Please note: I receive multiple e-mails throughout the day. Please use the following when sending an e-mail. If these are not used properly your e-mail may be deleted:

1. \*Use the subject line correctly. Each e-mail you send to me must include the following subject line:

**Your first and last name, course number, and the subject you are writing about**

*For example, if I was a student in BA 10 (Intro. To Business), the subject line on my email would be as follows: Cari Tollefson BA10: Question about homework*

1. Use the spell checker.
   1. Your e-mail messages represent you. Be accurate and be professional.
2. Use proper grammar.
   1. Make a habit of constantly improving the way you communicate.
3. Use proper netiquette.
   1. Do not type in all caps; this is the same as yelling, etc.

Please remember that you are in training for your professional career. One of the best places to start practicing is in this class.

\*if your e-mail does not have the required information in the subject line, your email will not be read and may be deleted.

**BLACKBOARD**

* The website is:  
  <http://blackboard.reedleycollege.edu>
* The standard Blackboard login is:  
  **Username**: your student id number  (example: 0123456)  
  **Password**:  your student id number
* Blackboard help is available 24/7
  + The phone number is 1.866.401.7784

**GRADING**

* Your course grade will be based on the percentage of points (total earned / total possible), and grades are weighted based on type of assignment. Please see specific grading weights on page one of your course syllabus.

**ATTENDANCE & PARTICIPATION**

* Your attendance and participation are important. This is an online class and the only person responsible for your attendance is YOU.
* Students with continued lack of response will be dropped or failed. Please check weekly, as assignments are posted Tuesday-Sunday.
* Unless you regularly prepare for and attend class you cannot participate fully in the course. Your success in this course depends on your active participation. In fact, your participation is worth a portion of your grade. There will be no opportunity to make up missed participation points.
* Participation points will be earned for activities such as:
  + Discussion boards
  + Quiz completion
  + Research Assignment

**HOMEWORK, QUIZZES, & EXAMS**

* You can expect to have weekly quizzes and discussion questions, as well as a midterm and final exam.
* **NO LATE WORK IS ACCEPTED**
* **Assignments will be posted on Tuesday’s and left available until Sunday evenings at 11:59 PM. No exceptions.**
* Exam dates and chapters to be covered are clearly identified in the Course Schedule. They may consist of true/false, multiple choice, completion questions, and problems and case study questions. In some cases you will be asked to write your answers directly on the test form provided. Other times, you will be required to complete quizzes and exams online. Accommodations will be made for students with disabilities.

**Grades are final unless an error in math is found in the computation of your grade**

**Drop Policy:**

* If you decide to drop the course, please do not simply stop attending. In order to officially drop a class you must fill out a program change card, available in the Admissions and Records Office. Drop dates are listed in your Reedley College Class Schedule. If you simply stop attending, you will be assigned a letter grade.

**Student Conduct:**

* As stated in your schedule of courses, students are expected to conduct themselves in a responsible manner whenever they are on campus or representing the college in any activity. Board Policy 5410 states the specific rules and regulations and a copy of the policy is available in the college library, the admissions office, Dean of Students & Dean of Instruction offices as well as the student activities office.
* Conduct standards are designed to perpetuate the college’s educational purposes, allowing students to enjoy the right of freedom to learn. To that end, students who fail to meet the conduct standards, or who interfere with the rights of freedom to learn of others will be removed from class.

**Ethics in the classroom**:

* Though this is an online course, it is still a classroom, we will often discuss ethical issues, as such you should understand that cheating and plagiarism is not acceptable in this class (or any other).

**Accommodations for students with disabilities**:

* If you have a verified need for an academic accommodation or materials in alternate media (i.e.: Braille, large print, electronic text, etc.) per the Americans with Disabilities Act (ADA) or Section 504 of the Rehabilitation Act, please contact me, or the **DSPS office - ext 3332**  as soon as possible
* Please see the Reedley College catalog for clarification of issues and additional guidelines.

THIS SYLLABUS AND THE COURSE ACTIVITIES SCHEDULE ARE SUBJECT TO CHANGE AS DEEMED NECESSARY BY THE INSTRUCTOR.