MKT 100 – Principles of Marketing

<table>
<thead>
<tr>
<th>Discipline Prefix: MKT</th>
<th>Course Number: 100</th>
<th>Course Title: Principles of Marketing</th>
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<tbody>
<tr>
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<td>Course Section: 002C</td>
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<tr>
<td>Credit Hours: 3</td>
<td>Lecture Hours: 3</td>
<td>Clinical Hours: 0</td>
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<td>Lab Hours: 0</td>
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<tr>
<td>Contact Hours: 3</td>
<td>Studio Hours:</td>
<td>Semester: Spring 2012</td>
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Meeting Days/Time/Location: Online

Instructor Information
Name: Kelly T. Gillerlain, MBA
Office Location: Pass Building, Room 115B
Office Hours: Available 7 days a week by email and online and by appt.
Contact Information: 757-513-1552
Course Website (optional):
Blackboard site: http://learn.vccs.edu
Instructor email address: ktg299.email.vccs.edu

Course Information

Course Description
Presents principles, methods, and problems involved in marketing to consumers and organizational buyers. Discusses problems and policies connected with distribution and sale of products, pricing, promotion, and buyer motivation. Examines variations of marketing research, legal, social, ethical, e-commerce, and international considerations in marketing.

Prerequisites and/or Co-requisites - None

Required Course Texts and Supplementary Materials
Marketing: An Introduction, Armstrong/Kotler, 10th edition
Looseleaf version with MyMarketingLab

Course Learning Outcomes
• Define marketing and explain its importance to the success of any type of organization.
• Identify the major steps in developing a marketing strategy.
• Explain the importance of identifying a firm's target market.
• Identify and explain the importance of each of the major marketing mix variables.
• Explain how major environmental variables, e.g., competition, the economy, could alter a firm's marketing plans.
• Identify the major steps involved in conducting marketing research and the major sources of data available, especially on-line sources.
• Discuss the major variables that influence consumer buying behavior.
• Discuss the major variables that influence business (institutional) buying behavior.
• Identify the major decisions regarding product or service development and branding.
• Explain the importance of marketing middlemen-- wholesalers and retailers--and their
functions.
• Identify the major promotion mix choices, e.g., personal selling, advertising.
• Identify the major pricing decisions a firm must make.
• Explain the importance of global marketing.
• Explain the importance of on-line marketing.
• Create a marketing plan for any type of organization.

Topics Covered in the Course

Definition of marketing
Role of marketing in the firm
Target markets and market segmentation
The marketing mix
Market research
Global marketing
Environmental variables facing a marketing manager
Consumer buying behavior
Organizational buying behavior
Product decisions: product classifications, product life cycles, branding products, development of new products, the marketing of services
Distribution decision: channel length decisions, retailers, wholesalers, transportation and storage
Pricing decisions: supply and demand factors, mark-ups, mark-downs, role of price and non-price competition
Promotion decisions: personal selling, advertising, public relations, sales promotion
On-line marketing
Marketing careers

Description of Assignments/Assessments

Discussion Board (threaded discussion): (20% of your grade)

This is also located under Assessments within each chapter learning module. Each threaded discussion is called a forum. Only the professor can create forums, but students may reply to any forum posted. There will also be a “Help” forum, titled “Marketing Café” for students to post and reply to questions. If you have a question, the odds are that another student has the same question. Please do not be shy in the Café forum.

There will be 10 assignments that need to be completed and placed on Blackboard. You are expected to share ideas and constructive comments with your classmates. You will note that there are only 9 Chapter discussions. I am including your class introduction on the discussion board as the first assignment.

If for some reason, you do not have your text, you are still expected to participate in the group discussions with the class and must adhere to the due dates. The topics can be obtained from your group members, and you can still post an initial post and additional responses to your group members. Not having a textbook does not exempt you from participating in this class.

Discussion Board Grading

You will need to post an initial thread to the discussion and reply to a minimum of one other member’s initial post to receive the full 10 points for the discussion. If you only post an initial thread or only reply to another group member’s post, you will receive 5 points. In order to engage each other and learn, everyone must participate fully.
For each discussion, you must have an initial post and at least one comment/reply to another group member in order to receive full credit.

Since the success of a discussion forum is based on the interaction of the group within the allotted time frame, posts that are added after the deadline will not be counted towards your grade. You are welcome to continue the discussion past the due date for no credit.

Please feel free to bring in outside articles, information etc. to validate your comments and opinions in the discussion forum. I have no problem with collegial debate, as long as good netiquette is followed.

**MyMarketingLab (20% of your grade)**

When you purchase the lab, there should be a folder with instructions and an access code to log in to the MyMarketingLab from Pearson. Once you input your access code, you then need to register for my class using the course code I will post in announcements.

You are responsible for doing the pre- and post-tests for each chapter. The due dates correspond with the chapter due dates in the syllabus. You should take the pre-test before studying or reading the chapter, then the lab will direct you to the material you don’t know and should concentrate on. After you have read the chapter and studied the material, you should then take the post-test. Those students that truly utilize the labs study features have scored between 8-10 points higher on the exams. You will only be graded for participation. I will not count the grades you make on the pre- and post-tests towards your class grade.

If you have any problems with the labs, you need to click on the support tab and email the support staff. If they do not respond within 48 hours, please email me. I have also included a “Getting Started” guide in the course documents tab to be used as needed. In the grade book, the lab grades will be seen as ML, such as ML1 for MyMarketingLab chapter 1.

**Accessing the pre- and post-tests:**

1- Go to the chapter study plan for the chapter  
2- Click on the pre-test  
3- Study the material from the chapter  
4- Go back into the Chapter Study Plan and take the post-test

Note: The tests and quizzes are for you to use at your discretion. They do not count towards your participation grade, only the pre- and post-tests count towards your participation grade.

**Exams**

The exams are 50-60 multiple choice question exams. You will have 1 and ½ hours to complete each timed exam.

**Course Schedule**

The following course schedule may change due to the progression of the course. The course schedule may change at the discretion of the instructor; however, students will be notified in writing when any changes/additions are made to the schedule.

Students will complete the following assignments by the specified due date. Specific requirements for each assignment are spelled out in the assignment section of Blackboard.

**All Due Dates are Monday at 5pm EST, with the exception of the first two chapters.**

**All assignments can be completed Anytime BEFORE the due date.**

<table>
<thead>
<tr>
<th>Chap.</th>
<th>Required Reading &amp; Assignments</th>
<th>Due Date</th>
<th>Est.Time</th>
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<tr>
<td>Module</td>
<td>Reading</td>
<td>Due Date</td>
<td>Hours</td>
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<td><strong>Module 1</strong></td>
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<tr>
<td>1</td>
<td>Reading: Chap. 1- Marketing: Creating &amp; Capturing Customer Value</td>
<td>Thursday 1/12 by 5pm</td>
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<td></td>
<td>-Introduction discussion due – Post in the Introduction Discussion forum.</td>
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<td></td>
<td>MyMarketingLab (ML) 1 Due</td>
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<td>2</td>
<td>Reading: Chaps. 2 Company &amp; Marketing Strategy: Partnering to Build Customer Relationships</td>
<td>Tuesday 1/17 by 5pm</td>
<td>5</td>
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<tr>
<td></td>
<td>Chap. 2 discussion due</td>
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<td>ML 2 due</td>
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<td>3</td>
<td>Reading: Chap. 3 – Analyzing the Marketing Environment</td>
<td>Monday, 1/23 by 5pm</td>
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<td>Chap. 3 discussion due</td>
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<td>ML 3 Due</td>
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<td>4</td>
<td>Reading -Chap. 4 Managing Marketing Information to Gain Customer Insights.</td>
<td>Monday, 1/30 by 5pm</td>
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<td>ML 4 due</td>
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<td>5</td>
<td>Reading: Chap. 5 – Understanding Consumer &amp; Business Buyer Behavior</td>
<td>Monday, 2/6 by 5pm</td>
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<td>ML 5 due</td>
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<td><strong>Exam 1 – Chaps. 1-5 due no later than Monday, Feb. 6th 5pm</strong></td>
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<td>6</td>
<td>Reading: Chap. 6 Customer-Driven Marketing Strategy: Creating Value for Target Customers</td>
<td>Monday, 2/13 by 5pm</td>
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<td>ML 6 Due</td>
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<td>-Chap. 6 discussion due</td>
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<td>7</td>
<td>Reading: Chap. 7- Products, Services, and Brands: Building Customer Value</td>
<td>Monday, 2/20 by 5pm</td>
<td>5</td>
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<td></td>
<td>ML 7 Due &amp; Chap.7 discussion due</td>
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<tr>
<td>8</td>
<td>Reading: Chap. 8- Developing New Products and Managing the Product Life Cycle</td>
<td>Monday, 2/27 by 5pm</td>
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<td>-ML 8 Due</td>
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<td>-Chap. 8 discussion due</td>
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<tr>
<td>Reading: Chap. 9- Pricing: Understanding &amp; Capturing Customer Value</td>
<td>Monday, 3/12 by 5pm</td>
<td>5 hours</td>
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<tr>
<td>ML 9 due</td>
<td>Chap. 9 discussion due</td>
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<tr>
<td>Reading: Chap. 10 – Marketing Channels: Delivering Customer Value</td>
<td>Monday, 3/19 by 5pm</td>
<td>6 hours</td>
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<tr>
<td>ML 10 Due</td>
<td>Exam 2 – Chps. 6-10 due no later than Mon. March 19th by 5pm</td>
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<tr>
<td>Reading: Chap. 11- Retailing &amp; Wholesaling</td>
<td>Monday, 3/26 by 5pm</td>
<td>5 hours</td>
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<tr>
<td>ML 11 due</td>
<td>Chap.11 discussion due</td>
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<tr>
<td>Reading: Chap. 12- Advertising &amp; Public Relations</td>
<td>Monday 4/2 by 5pm</td>
<td>3 hours</td>
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<td>ML 12 due</td>
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<tr>
<td>Reading: Chap. 13-Personal Selling &amp; Sales Promotion</td>
<td>Monday, 4/9 by 5pm</td>
<td>5 hours</td>
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<td>ML 13 due</td>
<td>Chap.13 discussion due</td>
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<tr>
<td>Reading: Chap. 14- Direct &amp; Online Marketing: Building Direct Customer Relationships</td>
<td>Monday, 4/16 by 5pm</td>
<td>5 hours</td>
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<tr>
<td>ML 14 due</td>
<td>Chap. 14 discussion due</td>
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<tr>
<td>Reading: Chap15- The Global Marketplace</td>
<td>Monday, 4/23 by 5pm</td>
<td>3 hours</td>
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<td>ML 15 due</td>
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<tr>
<td>Reading: Chap. 16-Sustainable Marketing: Social Responsibility &amp; Ethics</td>
<td>Monday, 4/30 by 5pm</td>
<td>5 hours</td>
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<td>ML 16 due</td>
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<tr>
<td>Final Exam – Chaps. 11-16 is due no later than Tuesday, May 1st by 5pm</td>
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<td>1.5 hours</td>
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**Class Policies**

**Blackboard and Course Communication**
Below is my contact information. Please feel free to call me anytime between 8am and 9pm on my cell number provided below.

**Name:** Kelly T. Gillerlain, MBA
Office Location: Chesapeake Campus, Pass Bldg. 115B and Online
Office Hours: Available online 7 days a week or call for a face-to-face meeting time.
Office Phone: [757] 513-1552
Office Email: ktg299@email.vccs.edu
Website: www.tcc.edu/faculty/webpages/kgillerlain

Contact Policy (email, voice mail): Students who e-mail me Monday-Thursday ordinarily can expect a response within 24 hours. Students who e-mail after 5pm Friday-Sunday ordinarily can expect a response no later than 9:00 am on Monday.

Phone Messages - Please contact me on my cell number 757/513-1552 and not my campus office phone. You are welcome to text me as well.

**Instructional Approach:**

Course communication is done through e-mail, online discussions, and course websites. You must be able to check the course Blackboard site and your e-mail daily.

- Public web access is available at area public libraries, college libraries, and cyber cafes.
- Consider a free e-mail account from a Web service as a backup e-mail address.
- Do not forget that you can also contact me and classmates by phone, fax, and postal mail.
- Contact me and the HelpDesk as soon as you experience any technical trouble. DO NOT wait until the last minute.
- Communication, student-to-student and student-to-instructor, is critical in an online course. Since we cannot have “class discussions” in the traditional sense, we will use various features built into Blackboard’s Communication system in lieu of face-to-face interaction:

**Participation**

*It is the student’s responsibility to initiate participation in each online class. Click Here to find out how.*

- Online classes offer rich opportunities for individual participation and for collaboration in active learning activities that contribute to long-term learning and understanding.
- For group projects, others rely on your involvement, and you can learn from your classmates as well as teach them through your considered and well-supported contributions.
- Electronic submissions enable you to participate in meaningful conversations and academic arguments supported by evidence from your observations and research. Treat all your correspondents respectfully. Respect the privacy of your correspondents by keeping their messages within the class unless you have permission to reproduce them elsewhere.
- Be sure you place your messages to classmates, the professor, and others in context, giving enough information for your readers to understand the situation fully. Double check that your tone and diction are appropriate for an educational environment. As a member of the academic community, you are expected to conduct yourself in person, in print, and on line in a responsible way and in the spirit of courteous educational inquiry. See additional information on *netiquette* below. Report any questions or concerns to your professor promptly.

**Course Policies**

1. **Attendance Policy:** All students are expected to be present and on time at all scheduled class and laboratory meetings. Instructors are not required to admit a student who arrives late to the classroom. A student who adds a class or registers after the first day of classes is counted absent from all class meetings missed.

If a student is absent more than 15 percent of scheduled instructional time, attendance may be defined as unsatisfactory. This calculation includes absences occurring during the add/drop period. See also the Withdrawal Policy in this syllabus for more information. Per the college’s attendance policy, faculty has the right to develop a more stringent policy as well. Students who do not attend or participate in class by the deadline to drop for tuition refund may be deleted from the course.

2. **Late Work/Make-up Exam Policy:**
Make-Up Exam Policy

There are **no make-up exams** unless you have a documented medical emergency to yourself, your spouse, your parents or your children (This does not include extended family such as grandparents, aunts, uncles, etc.), or you have a documented military deployment. If you know **in advance** that there is a problem meeting the exam deadline, please contact me as soon as possible.

Extra Credit

There is no need for extra credit in this class. Everyone has the ability to make a 100 for participation by completing the discussions and the labs.

3. Statement on Classroom Behavior: TCC is committed to maintaining a social and physical environment conducive to carrying out its education mission. Therefore, all members of the TCC community are expected to demonstrate standards for civility.

- Be moderate in speaking. Loud, obscene, argumentative, or threatening speech is disruptive to teaching and learning and is offensive to others. It has no place in an academic setting.
- Resolve any disagreements in a positive, non-combative manner. Request the assistance of college authorities if needed.
- Show respect for the comfort of others in an educational setting by observing acceptable standards for personal cleanliness and dress.

Netiquette

**E-mail** may seem private, but it is not. Think of it more like a postcard than like a letter. The message is accessible to many people who have no interest in reading it; however, it is **possible** for them to read it. After all, cyberspace consists of computers all over the world linked together electronically.

- Most organizations back up everything on their servers daily, including incoming and outgoing e-mail at academic and commercial sites, meaning there might be a permanent record of your messages somewhere.
- Additionally, sometimes people accidentally send e-mail to somebody other than the intended recipient. So be aware that your audience might be larger than you originally intended--and be careful that you have the correct e-mail address in your "To" and "CC" lines.
- Deleting e-mail removes it from your own directory but not necessarily from the server maintained by the organization whose services you are using.

**Web Forums** and **Web pages** (unless password protected or maintained on a closed network or intranet) are accessible to everybody who has access to the World Wide Web. Think of such messages as more like a global bulletin board posting or a billboard than like a letter. As with e-mail, such messages are likely to be preserved on a server.

- Be especially careful about your **diction and tone**; irony and humor aren't always understood. Clear communication of your intention and meaning depend entirely on your choice and arrangement of words (and sometimes of multimedia elements). So choose your words and sentence structures carefully.
- Do not type all capitals, which is difficult to read and has come to be considered the electronic version of "shouting."
- Do be courteous, even when you disagree, and always provide clear, logical support for your views.
- Always provide a clear context for your messages: appropriate subject lines and enough information in the message itself to establish clearly the situation about which you are writing.
• Your subject line should be short but specific: *Question about Miss Emily's isolation* rather than *Question* or *Help*.
• In the message give some background information if necessary.
• Avoid reposting long previous messages: paraphrase them instead (identifying the original sender) or quote excerpts (identifying the original sender and the fact that they are excerpts).
• Always follow the specific directions and criteria of your professor or supervisor.
• As a member of the academic community, you are expected to conduct yourself in person, in print, and online in a responsible way and in the spirit of courteous educational inquiry. Of course, you are expected to abide by the policies of the college and the laws of the state and the country.

4. **Electronic Devices Policy**: Cell phones, pagers, and other communication devices are prohibited from use in classrooms, laboratories, and libraries, unless authorized by the appropriate faculty or staff. Although soundless communication devices such as cell phones and pagers are permissible in classrooms, college offices, and/or meeting rooms, they must not be answered during class.

5. **Disposition of Classes for Emergency Shutdown of the College**: To comply with Policy 2106 Disposition of Classes for Emergency Shutdown of the College, 4.4. All faculty will include the following statement, or a statement developed under 4.3.2., in their course syllabi to address how students will be graded and/or complete a course for a grade in the event of an extended emergency shutdown.

> In the event of an emergency shutdown of the college, the president and her executive staff may elect to conclude the term in session if eighty-five percent or more of that term has been completed. If the term in session is concluded, faculty shall compute final grades of students based on coursework completed at that point.

**Grade Policy**

**Grading Criteria:**

**Activity Grading**: All Activity will be graded using the same scale (this scale will also be used for the final grade):

- 90–100 A
- 80–89 B
- 70–79 C
- 60–69 D
- 59 & below F

**Course Grading**: The breakdowns of grades for the course are as follows:

- Exam 1 20%
- Exam 2 20%
- Final Exam 20%
- Discussion Board 20%
- MyMarketing Lab 20%

**If you do NOT see a grade in the Blackboard gradebook for an assignment, then I am assuming you have not taken the assessment. It is your responsibility to contact me, if you are missing a grade. An email confirming a grade does not mean that it is entered in the gradebook. It is your responsibility to make sure all of your grades are posted in the gradebook in Blackboard. I will NOT make grade adjustments after the semester is finished.**

Final grades are made available to each student within the Student Information System (SIS) now web delivered via MyTCC or SIS.

Based on the progression of the course, the grade distribution for each assignment may change. However, if changes are made, I will notify students in a timely manner and in writing.
Academic Policies

Students are responsible for being aware of the policies, procedures, and student responsibilities contained within the current edition of the TCC Catalog and Student Handbook. Students should familiarize themselves with the college's policies regarding misconduct and inclement weather found in the Student Handbook.

Withdrawal Policy

Students who wish to withdraw without academic penalty should contact a counselor to determine the appropriate procedure. Withdrawals through completion of 60 percent of a session will result in a W grade. After 60 percent of a session is completed, a withdrawal will result in a grade of F in a credit course or a grade of U in a developmental course, except under mitigating circumstances that must be documented by the instructor and approved by the academic dean. Dynamic session classes have unique refund and withdrawal dates. Contact a campus Enrollment Services Office for more information, or visit http://www.tcc.edu/students/calendar/academic/Dynamic.htm.

A student who drops after the last day to withdraw does not receive a "W." He/she receives an "F," in which case there is both an academic and financial penalty. A student who withdraws by the deadline faces a financial penalty, but not an academic penalty.

<table>
<thead>
<tr>
<th>Jan.25, 2012</th>
<th>Deadline to drop for tuition refund</th>
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<tbody>
<tr>
<td>March 23, 2012</td>
<td>Deadline to withdraw without academic penalty and to receive a grade of W for the course</td>
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</table>

Academic Integrity

TCC will expect students to demonstrate personal and academic integrity, to be open to new ideas, and to share in a community where individuals from diverse backgrounds and cultures help one another grow intellectually, socially, and personally.

TCC expects students to achieve, not just to get by. And while many caring and talented faculty and staff are here to help, students must take responsibility for their own learning. Students should strive for a high level of academic performance and to be responsible, contributing citizens within the college and in outside communities. Above all, TCC wants students to develop a love of learning that will last a lifetime, along with a life-long interest in maintaining emotional and physical wellness.

Statement on Plagiarism and Academic Misconduct

Academic dishonesty will not be tolerated. The paragraphs below come from the Student Handbook and are TCC’s policy on plagiarism and academic misconduct.

Academic misconduct includes, but is not limited to, the following actions: cheating on an examination or quiz—either giving or receiving information; copying information from another person for graded assignments; using unauthorized materials during tests; collaboration during examinations; buying, selling or stealing examinations; arranging a substitute for oneself during examinations; substituting for another person, or arranging such a substitution; plagiarism—the intentional or accidental presentation of another’s words or ideas; collusion with another person or persons in submitting work for credit in class or lab, unless such collaboration is approved in advance by the instructor.

Faculty members who have reliable evidence of academic misconduct will (1) investigate the matter, and (2) review the facts of the matter and the proposed penalty with the appropriate academic dean. They may then take one or more of the following actions:
• Require the work to be accomplished again
• Give no credit for the test, paper, or exercise
• Assign a grade of F, U, or W for the course
• Refer the matter to the campus Dean for Student Services or designee for possible disciplinary sanction through the college’s disciplinary procedure

If the faculty member chooses to refer the matter to the campus Dean for Student Services or designee for disposition, the Plenary Disciplinary Procedure shall be followed, and the student's dismissal from the college is a possibility.

**Disability Services**

Students who have documented, diagnosed disabilities, and who need special accommodations for tests, etc., are advised to see the Disabilities Services staff in Student Services so that the instructor may be notified of what accommodations are appropriate in each case. Requests for accommodations should be made to the designated campus disability services counselor at least 45 days before classes begin. Documentation must be provided to support the need for accommodations.

For assistance with disabilities, contact the campus Disabilities Counselor/Provider or the Coordinator of Learning Disabilities Services: call 822-1213, visit Student Services/Development, or visit the Disability Services webpage at [http://www.tcc.edu/students/specialized/disabilityservices/index.htm](http://www.tcc.edu/students/specialized/disabilityservices/index.htm)

**Emergency Procedures**

In the event of a bomb threat, tornado, or fire, students and staff may be asked to evacuate the building or move to a secure location within the building. Evacuation routes for movement to an external location or to a shelter within the building are posted at the front of the room. Students should review the maps and make sure that the exit route and assembly location for the building are clearly understood. If assistance is required during an evacuation, please let the instructor know at the end of the first class.

Tidewater Community College uses TCC Alerts to immediately contact and inform faculty, staff and students of a major crisis or emergency. TCC Alerts delivers important emergency alerts, notifications, and updates via:

• Email account (work, home, other)
• Cell phone
• Pager
• Smartphone/PDA (BlackBerry, Treo & other handhelds)

When an incident or emergency occurs, authorized senders will be instantly notified via TCC Alerts. TCC Alerts is a personal connection to real-time updates, instructions on where to go, what to do, or what not to do, who to contact, and other important information. New users may also register by sending a text message to 411911 keyword: TIDEWATER.

**Student Success Resources**

The following resources are available to TCC students. See the *Student Handbook* or visit [http://www.tcc.edu/forms/handbook/](http://www.tcc.edu/forms/handbook/) for more information about student services and locations.

**Learning Resource Centers**

Each campus houses a library and media resources in a Learning Resources Center (LRC). A separate slide and print library is located at the Visual Arts Center. The Learning Resources Centers contain research materials in both print and electronic format to support the courses, curricula, and mission of the college. Library materials include books, newspapers, magazines, journals and an extensive collection of indexes, abstracts and full text databases. Media resources include videotapes, audiotapes, films, CD-ROM/DVD, computer files, and other audiovisual materials. Visit this site for more information: [www.tcc.edu/lrc/](http://www.tcc.edu/lrc/)
**Academic Support Services**
Each campus provides various kinds of academic assistance. One-on-one tutoring, math and computer labs, and other forms of individual and group assistance may be available. Students can also find free help for writing, from short questions about commas and comma splices to a comprehensive review of research papers in progress, in the Writing Centers.

**Online Help Desk**

Visit the following Distance Learning Resources for Students website for information about computer skills, technical support, library services for online students, and much more: http://www.tcc.edu/students/dtls/

**Important Websites**
- College Website: www.tcc.edu
- Blackboard and Student E-mail: https://tcc.my.vccs.edu/jsp/home.jsp
- Student Handbook: http://www.tcc.edu/forms/handbook/
- TCC Catalog: http://www.tcc.edu/forms/catalog/
- Class Schedule: http://www.tcc.edu/schedule/ (or log-in to SIS for current course offerings)
- Academic Calendar: http://www.tcc.edu/students/calendar/academic/index.htm
- Distance Learning Resources: http://www.tcc.edu/students/dtls/

**Time Management and Class Success Tips**
Develop an online file and folder structure for your files, including word processed files, e-mail, and Websites. You might want a separate folder for each class and then for each class project. In addition, make backup electronic and print copies of important class materials and classwork.

Maintain all your writing and course materials until after grade reports have been posted.

- **Print out the syllabus**
- **Use a calendar and note ALL ASSIGNMENT DUE DATES.**
- If you get behind, contact me immediately.
- Check your grades weekly!!! **Do not contact me at the end of the semester asking about your grade, make-ups or extra credit.**
- Adherence to all course criteria is important for success in college classes as in the workplace. Following directions is especially critical in online classes, where submission requirements for coursework as well as the criteria for course projects depend on electronic mail and the World Wide Web.
- Students in college and university classes should plan to spend approximately twelve hours a week engaged in each three-credit-hour class (for a typical on-site class, that’s 3 hours in class and 9 hours independent work). Because of the special requirements of electronic communication, including software and hardware access, online students should strive to accomplish their goals well before the deadlines.
- Plan ahead: Review the course outline and schedule of course activities regularly so you can budget your time accordingly. **You can complete your assignments at any time BEFORE the due date. Do not wait until the last minute.**
- In a collaborative class, your missed deadline can interfere with the progress of a group, and your work might not be accepted for credit. Remember that an electronic submission is considered as both your attendance and your participation in online classes.
- Always have a backup plan for completing and submitting your work if you have computer problems, for example, fax, postal delivery, or personal delivery. Use a computer at a library, a cybercafe, or a friend's house if your own is unavailable.
- Most people who take classes online lead busy lives and are already good at time management. If you are not skilled at time management, consult with your professor, capable classmates, or a college counselor for some strategies.
Please type in your name and date this page and submit this page in the first week module under assignments.

I have read the syllabus and understand all policies and guidelines explained to me.

____________________________________
Student Name (type)

____________________________________
Student Signature

____________________________________
Date