MKTG 310 (Hybrid)  
Principles of Marketing  

Early Fall Session 15/11  
Saturday, August 15 – October 10, 2015  

Course Description  
Survey of principles for choosing target markets, assessing their needs, developing products and services and delivering them at a value to the customer and a profit to the company.  
Prerequisite: Junior standing  

Saturday, 8:30 am – 11:30 am  
This is a hybrid course which is defined as an online course supported by a weekly in-seat class. Our class will consist both in-seat and online instruction through various resources, discussion and homework. Please note that we will meet every week, unless otherwise noted.  
You are expected to attend every class. If you know prior to the beginning of the session that you will miss more than one in-seat class, it is strongly recommended that you wait to take this course at another time.  
The online portion of our course is located in D2L. You will access the course through CougarTrack.  

Textbooks  

Textbooks for the course may be ordered from MBS Direct:  
• online at http://direct.mbsbooks.com/columbia.htm  
• by phone at 800-325-3252  
For additional information about the bookstore, visit http://www.mbsbooks.com.  

Course Overview  
This course is designed to help students learn about and apply the basic concepts and practices of modern marketing as they are used in a wide variety of settings: product and service firms, consumer and business markets, profit and nonprofit organizations, domestic and global companies, and small and large businesses.
Technology Requirements

Participation in this course will require the same basic technology for all online classes at Columbia College:

- A computer with reliable Internet access,
- a web browser,
- Acrobat Reader,
- Microsoft Office or another word processor such as Open Office.

You can find more details about standard technical requirements for our courses on our site.

Course Learning Outcomes

- Explain the field of marketing, how to select target markets, and the different elements of the marketing and promotion mix.
- Identify the objectives of the different pricing policies/strategies and the factors necessary to build positive social relationships and marketing ethics.
- Analyze the different marketing environments.
- Analyze the similarities/differences between consumer and business markets, service marketing, and the distribution channels available to marketers.
- Explain the product life cycle and how each element of the marketing mix changes with the changes in the product life cycle.

Grading

### Grading Scale

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<tr>
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<td>B</td>
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### Grade Weights

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Schedule of Due Dates

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Assignment Overview

Readings (Before Class)
All readings and lecture review should be completed prior to coming to the in-seat portion of class. I encourage you to take advantage of the self-study resources available in the course.
You should utilize the information from the readings and incorporate it into all assignments within the course.

Assignment Preparation
In general, the rule of thumb for college classes is two hours of preparation for every hour of classwork. When offered as a land-based course, this course includes 40 in-class sessions of 50 minutes. Because this class is taught as a hybrid, you should plan to spend approximately eight to ten hours per week on this course.

In Class Activities
During the in-seat portion of our class, we will have various discussions and activities that will be graded. You must be present and actively participate at the in-seat class in order to receive these points.

Discussions (Online)
Our weekly class discussions are in the Discussions area of our D2L course. There are eight discussions worth 5 points each. You can participate in the Week 1 discussions as soon as the course opens Monday morning of Week 1. Starting in Week 2, all discussions open Saturday morning at 12:00 am Central Time (CT). This gives you time to work on the weekend for the upcoming week.
Your initial post is due by Wednesday at 11:59 pm CT each week. You must respond to your classmates with at least three substantive responses on three different days by Friday at 11:59 pm CT each week. I strongly encourage you to post early so your classmates can read and benefit from your experiences/ideas. Late assignments are not accepted.

Selecting Your Questions
For each discussion, you must select a question from the list provided. Please make sure that you select a question that has not been picked. You may only pick a duplicate question once all questions in the list are selected.
If you do not have time early in the week to answer a question, you can reserve a question. To reserve a question, put the chapter number, along with the question number, in the subject line of your post. You may leave the body of your message blank, or add a short note. Make sure to post your reservation, don’t save it as a draft. Once you are ready to participate, edit your post and add your answer. If you pick a question that is not eligible for selection, you will receive a “0” for the assignment.

Discussion Format
In the subject line of your post, please include the chapter and number of the question you are answering. If a brand, product or industry example is part of your answer, please include the name in the subject line as well. A brand, product, or industry may be used only one time for each question. If you use a “duplicate brand, product, or industry,” you will receive a “0” for the assignment.
In the body of your post, you must include both the question and your answer.

Example
Chap1 Q1: Define marketing. How does this definition differ from one you would have given before reading the chapter?
Marketing is... (Your answer)

Please note: You must include the text of your discussion in the body of your post. Please do not attach it as a word document. Discussions submitted as attachment will earn a “0” for the assignment.

Responses

Each week, you must post at least 3 substantive responses on 3 different days to the questions answered by your classmates to earn full credit. A substantive post is a post that engages with another student’s ideas, rather than merely affirming their post (“great post,” “I agree”, et cetera). To fully engage in the discussion, you must post throughout the week. You may respond to multiple posts on the same day. However, these will only count as one response for grading purposes. All responses are due Friday at 11:59 pm CT. I do not accept late response posts.

For specific discussion grading criteria, please refer to the discussion grade rubric in the course.

 Dropbox (Online)

You will have three papers for this class, Dropbox 1: Research Paper, Dropbox 2: New Product Paper, and Dropbox 3: LinkedIn. There are templates for the first 2 papers in the course. You must submit Dropbox 1 and 2 to the appropriate folder in the Dropbox area of the course by 11:59 pm CT Sunday of the week they are assigned. Dropbox 3 is due by 11:59 pm CT Friday of Week 8.

 Plagiarism Quiz (Online)

During Week 1, you must complete the plagiarism quiz located in the Quizzes area of our course before you will be able to upload your papers. The dropbox folders will not appear until after you have completed the quiz.

 Paper Format

Your papers must include the following information in either the upper right hand or upper left-hand corner of the first page of your paper:

- Your name
- Class Reference Number (MKTG 310)
- Date of the Paper
- Paper Title

Additional guidelines:

- You must include each question (heading) before your answer.
- Papers may be single or double-spaced.
- A bibliography is required.

If your paper is not formatted correctly, you will automatically lose 10% of your grade for the paper.

Note: Work submitted for this class must not have been previously submitted by you or another individual for any course. Any student who submits previously used work will be reported to Columbia College Student Life and Academic Affairs administrators and a 0 will be given for the assignment.

 Business Administration Assessment (Online)

The Business Administration Basic Exam is one of the ways in which the Business Administration Department assesses student learning outcomes. The exam given at the beginning, the middle, and the end of the program is designed to measure the proficiency of Business Administration students as they move through the program.

Completion of the exam is a mandatory activity in MGMT 150, MKTG 310, and MGMT 479. Only in MGMT 479 is the exam a graded activity. The exam does not count toward the final course grade in MGMT 150 and MKTG 310.

The exam contains 75 multiple choice questions. You will have 90 minutes to complete it. The exam is
not proctored. You will likely need a calculator. The exam is located under the Quizzes tab and is to be
taken during Week 7 of the course. The Dropbox for Week 7 will open once the exam has been
completed.

There is no need to study for the exam. We do ask that students make a thoughtful effort as exam
results will used to fine-tune the program curriculum.

I encourage you to make taking the exam one of the first things you do at the beginning of Week 7.
Although you will not see which questions you answered correctly or incorrectly, you will see your
final score.

The exam is located under the Quizzes area. It does not affect your course grade.

Quizzes (In Class and Online)

Each week you will take a timed multiple-choice quiz that covers the assigned chapters for that week.
Week 1-5 quizzes will be over 3 chapters with 14 questions per chapter for a total of 42 questions for
each quiz. Week 6-8 quizzes each cover 2 chapters with 14 questions per chapter for a total of 28
questions.

I have selected multiple-choice questions that address the major learning objectives for each of the
assigned chapters. One minute per question is allowed for each quiz. For the 42 question quiz you
would have 42 minutes and for the 28 question quiz you would have 28 minutes.

  Online Quizzes: 1, 2, 3, 5, 6, and 7
  In-Seat Quizzes: 4 and 8

Online quizzes will open on Friday at 12:00 pm CT and must be submitted by 11:59 PM on Sunday of
the appropriate week. The two in-seat quizzes (Weeks 4 and 8) will be given during the in-seat portion
of the class and must be submitted to me prior to leaving the class.

Course Schedule

Week 1: Introduction to the World of Marketing

Readings (Before Class)

- Chapter 1: Overview of Marketing
- Chapter 2: Strategic Planning for Competitive Advantage
- Chapter 3: Ethics and Social Responsibility

In Class Activity 1

During the in-seat portion of our class, we will have various discussions and activities that will be
graded. You must be present and actively participate at the in-seat class in order to receive these
points.

Discussion 1 (Online)

Questions will cover the readings for this week. The list of questions to respond to is available in the
Content area of the course. Your initial post is due by Wednesday at 11:59 pm. You must also respond
to your classmates with at least three substantive responses on three different days by Friday at 11:59
pm. I strongly encourage you to post early so your classmates can read and benefit from your
experiences/ideas.

Plagiarism Quiz (Online)

Review the plagiarism tutorial in the Content area of the course and then take the Plagiarism Quiz in
the Quizzes area. You must take the quiz before the dropbox folders will be visible in the Dropbox
Area.
Quiz 1 (Online)
The 42 multiple-choice quiz covers chapters 1, 2 and 3. The quiz is only available from noon on Friday until 11:59 pm CT on Sunday. You will have 42 minutes to complete the quiz.
Note: You should save your answers periodically in case your internet connection drops.

Week 2: Marketing Environment and Consumer Decision Making

Readings (Before Class)
- Chapter 4: The Marketing Environment
- Chapter 5: Developing a Global Vision
- Chapter 6: Consumer Decision Making

In Class Activity 2
During the in-seat portion of our class, we will have various discussions and activities that will be graded. You must be present and actively participate at the in-seat class in order to receive these points.

Discussion 2 (Online)
Questions will cover the readings for this week. The list of questions to respond to is available in the Content area of the course. Your initial post is due by Wednesday at 11:59 pm. You must also respond to your classmates with at least three substantive responses on three different days by Friday at 11:59 pm. I strongly encourage you to post early so your classmates can read and benefit from your experiences/ideas.

Quiz 2 (Online)
The 42 multiple-choice quiz covers chapters 4, 5 and 6. The quiz is only available from noon on Friday until 11:59 pm CT on Sunday. You will have 42 minutes to complete the quiz.
Note: You should save your answers periodically in case your internet connection drops.

Week 3: Analyzing Market Opportunities

Readings (Before Class)
- Chapter 7: Business Marketing
- Chapter 8: Segmenting and Targeting Markets
- Chapter 9: Marketing Research

In Class Activity 3
During the in-seat portion of our class, we will have various discussions and activities that will be graded. You must be present and actively participate at the in-seat class in order to receive these points.

Discussion 3 (Online)
Questions will cover the readings for this week. The list of questions to respond to is available in the Content area of the course. Your initial post is due by Wednesday at 11:59 pm. You must also respond to your classmates with at least three substantive responses on three different days by Friday at 11:59 pm. I strongly encourage you to post early so your classmates can read and benefit from your experiences/ideas.

Quiz 3 (Online)
The 42 multiple-choice quiz covers chapters 7, 8 and 9. The quiz is only available from noon on Friday until 11:59 pm CT on Sunday. You will have 42 minutes to complete the quiz.
Note: You should save your answers periodically in case your internet connection drops.
**Week 4: Product Decisions**

**Readings (Before Class)**
- Chapter 10: Product Concepts
- Chapter 11: Developing and Managing Products
- Chapter 12: Services and Nonprofit Organization Marketing

**In Class Activity 4**
During the in-seat portion of our class, we will have various discussions and activities that will be graded. You must be present and actively participate at the in-seat class in order to receive these points.

**Discussion 4 (Online)**
Questions will cover the readings for this week. The list of questions to respond to is available in the Content area of the course. Your initial post is due by Wednesday at 11:59 pm. You must also respond to your classmates with at least three substantive responses on three different days by Friday at 11:59 pm. I strongly encourage you to post early so your classmates can read and benefit from your experiences/ideas.

**Research Paper (Online)**
You must prepare a report on the size, location, purchasing power, and market potential for the three largest minority target markets in the country—Hispanic Americans, African Americans, and Asian Americans. Use the library to access to a wide variety of sources for your paper. There is a template in the Content area of the course that includes all of the information you should collect. Keep in mind that not all information on each market will come from just one source. You must cite all information that is not common knowledge and provide a bibliography at the end of the paper.

**Note:** The dropbox folder for this paper will not appear until after you have reviewed the Plagiarism tutorial and earned above 90% on the quiz. The tutorial is located in the Content Section and the quiz is in the Quiz Section of the class.

**Quiz 4 (In Seat)**
The 42 multiple-choice quiz covers chapters 10, 11 and 12. The quiz will be given at the end of the in-seat class during the week. You will submit the quiz prior to leaving the class.

**Week 5: Distribution Decisions**

**Readings (Before Class)**
- Chapter 13: Supply Chain Management
- Chapter 14: Marketing Channels
- Chapter 15: Retailing

**In Class Activity 5**
During the in-seat portion of our class, we will have various discussions and activities that will be graded. You must be present and actively participate at the in-seat class in order to receive these points.

**Discussion 5 (Online)**
Questions will cover the readings for this week. The list of questions to respond to is available in the Content area of the course. Your initial post is due by Wednesday at 11:59 pm. You must also respond to your classmates with at least three substantive responses on three different days by Friday at 11:59 pm. I strongly encourage you to post early so your classmates can read and benefit from your experiences/ideas.
Quiz 5 (Online)
The 42 multiple-choice quiz covers chapters 13, 14 and 15. The quiz is only available from noon on Friday until 11:59 pm CT on Sunday. You will have 42 minutes to complete the quiz.
Note: You should save your answers periodically in case your internet connection drops.

Week 6: Marketing Communication and Promotion
Readings (Before Class)
- Chapter 16: Marketing Communications
- Chapter 17: Advertising, Public Relations, and Sales Promotion

In Class Activity 6
During the in-seat portion of our class, we will have various discussions and activities that will be graded. You must be present and actively participate at the in-seat class in order to receive these points.

Discussion 6 (Online)
Questions will cover the readings for this week. The list of questions to respond to is available in the Content area of the course. Your initial post is due by Wednesday at 11:59 pm. You must also respond to your classmates with at least three substantive responses on three different days by Friday at 11:59 pm. I strongly encourage you to post early so your classmates can read and benefit from your experiences/ideas.

Quiz 6 (Online)
The 28 multiple-choice quiz covers chapters 16 and 17. The quiz is only available from noon on Friday until 11:59 pm CT on Sunday. You will have 28 minutes to complete the quiz.
Note: You should save your answers periodically in case your internet connection drops.

Week 7: Pricing Decisions
Readings (Before Class)
- Chapter 20: Pricing Concepts
- Chapter 21: Setting the Right Price

In Class Activity 7
During the in-seat portion of our class, we will have various discussions and activities that will be graded. You must be present and actively participate at the in-seat class in order to receive these points.

Discussion 7 (Online)
Questions will cover the readings for this week. The list of questions to respond to is available in the Content area of the course. Your initial post is due by Wednesday at 11:59 pm. You must also respond to your classmates with at least three substantive responses on three different days by Friday at 11:59 pm. I strongly encourage you to post early so your classmates can read and benefit from your experiences/ideas.

Business Administration Assessment Exam
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MGMT 150 and MKTG 310.

The exam contains 75 multiple choice questions. You will have 90 minutes to complete it. The exam is not proctored. You will likely need a calculator. The exam is located under the Quizzes tab and is to be taken during Week 7 of the course. **The Dropbox for Week 7 will open once the exam has been completed.**

There is no need to study for the exam. We do ask that students make a thoughtful effort as exam results will used to fine-tune the program curriculum.

I encourage you to make taking the exam one of the first things you do at the beginning of Week 7. Although you will not see which questions you answered correctly or incorrectly, you will see your final score.

The exam is located under the Quizzes area. It does not affect your course grade.

New Product Paper (Online)

Identify a new product you think could be successful on the market and set an introductory price for it. Use the template provided in the Content area of the course to structure your written analysis.

Your paper should be a minimum of 2 pages in length, single-spaced, or four pages, double-spaced. Please post the assignment in the dropbox no later than 11:59 pm Sunday.

*Note:* You must submit the assessment exam before the dropbox folder for this paper will open. The assessment exam is available in the Quizzes area of the course.

Quiz 7 (Online)

The 28 multiple-choice quiz covers chapters 20 and 21. The quiz is only available from noon on Friday until 11:59 pm CT on Sunday. You will have 28 minutes to complete the quiz.

*Note:* You should save your answers periodically in case your internet connection drops.

**Week 8: Personal Selling and Social Media**

**Readings (Before Class)**

- Chapter 18: Personal Selling and Sales Management
- Chapter 19: Social Media and Marketing

**In Class Activity 8**

During the in-seat portion of our class, we will have various discussions and activities that will be graded. You must be present and actively participate at the in-seat class in order to receive these points.

**Discussion 8 (Online)**

Questions will cover the readings for this week. The list of questions to respond to is available in the Content area of the course. Your initial post is due by Wednesday at 11:59 pm. You must also respond to your classmates with at least three substantive responses on three different days by Friday at 11:59 pm. I strongly encourage you to post early so your classmates can read and benefit from your experiences/ideas.

**Dropbox 3: LinkedIn Assignment**

This assignment involves two parts. Full details on this assignment are provided in the course.

**Part 1:** Create a LinkedIn profile to highlight your goals and target audience. You must make a minimum of 20 connections, 5 of which must be non-education working professionals, and join 2 groups. You must also connect with me, your instructor.

**Part 2:** Write a 250-word summary of your goals, target audience and how LinkedIn contributes to your personal brand. This part will be submitted to the appropriate folder in the Dropbox area by 11:59 pm on Friday.
Quiz 8 (In Seat)

The 28 multiple-choice quiz covers chapters 18 and 19. The quiz will be given at the end of the in-seat class during the week. You will submit the quiz prior to leaving the class.

Course Policies

Student Conduct

All Columbia College students, whether enrolled in a land-based or online course, are responsible for behaving in a manner consistent with Columbia College's Student Conduct Code and Acceptable Use Policy. Students violating these policies will be referred to the office of Student Affairs and/or the office of Academic Affairs for possible disciplinary action. The Student Code of Conduct and the Computer Use Policy for students can be found in the Columbia College Student Handbook. The Handbook is available online; you can also obtain a copy by calling the Student Affairs office (Campus Life) at 573-875-7400. The teacher maintains the right to manage a positive learning environment, and all students must adhere to the conventions of online etiquette.

Plagiarism

Your grade will be based in large part on the originality of your ideas and your written presentation of these ideas. Presenting the words, ideas, or expression of another in any form as your own is plagiarism. Students who fail to properly give credit for information contained in their written work (papers, journals, exams, etc.) are violating the intellectual property rights of the original author. For proper citation of the original authors, you should reference the appropriate publication manual for your degree program or course (APA, MLA, etc.). Violations are taken seriously in higher education and may result in a failing grade on the assignment, a grade of "F" for the course, or dismissal from the College.

Collaboration conducted between students without prior permission from the instructor is considered plagiarism and will be treated as such. Spouses and roommates taking the same course should be particularly careful.

All required papers may be submitted for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers may be included in the Turnitin.com reference database for the purpose of detecting plagiarism. This service is subject to the Terms and Conditions of Use posted on the Turnitin.com site.

A plagiarism tutorial is located in the content area of the D2L website. Additionally, work that was completed in a prior course and submitted in the current course will not be accepted.

Non-Discrimination

There will be no discrimination on the basis of sex, race, color, national origin, sexual orientation, religion, ideology, political affiliation, veteran status, age, physical handicap, or marital status.

Disability Services

Students with documented disabilities who may need academic services for this course are required to register with the Coordinator for Disability Services at (573) 875-7626. Until the student has been cleared through the disability services office, accommodations do not have to be granted. If you are a student who has a documented disability, it is important for you to read the entire syllabus before enrolling in the course. The structure or the content of the course may make an accommodation not feasible.
Attendance Policy

Attendance for a week will be counted as having submitted a course assignment for which points have been earned during that week of the session or if the proctoring information has been submitted or the plagiarism quiz taken if there is no other assignment due that week. A class week is defined as the period of time between Monday and Sunday (except for Week 8, when the week and the course will end on Saturday at midnight). The course and system deadlines are all based on the Central Time Zone.

Email

All students are provided a CougarMail account when they enroll in classes at Columbia College. You are responsible for monitoring email from that account for important messages from the College and from your instructor. You may forward your Cougar email account to another account; however, the College cannot be held responsible for breaches in security or service interruptions with other email providers.

Students should use email for private messages to the instructor and other students. The class discussions are for public messages so the class members can each see what others have to say about any given topic and respond.

Late Assignment Policy

An online class requires regular participation and a commitment to your instructor and your classmates to regularly engage in the reading, discussion and writing assignments. Although most of the online communication for this course is asynchronous, you must be able to commit to the schedule of work for the class for the next eight weeks. You must keep up with the schedule of reading and writing to successfully complete the class.

Course Evaluation

You will have an opportunity to evaluate the course near the end of the session. A link will be sent to your CougarMail that will allow you to access the evaluation. Be assured that the evaluations are anonymous and that your instructor will not be able to see them until after final grades are submitted.

Additional Resources

Orientation for New Students

This course is offered online, using course management software provided by Desire2Learn and Columbia College. The Student Manual provides details about taking an online course at Columbia College. You may also want to visit the course demonstration to view a sample course before this one opens.

Technical Support

If you have problems accessing the course or posting your assignments, contact your instructor, the Columbia College Helpdesk, or the D2L Helpdesk for assistance. Contact information is also available within the online course environment.

Online Tutoring
Smarthinking is a free online tutoring service available to all Columbia College students. Smarthinking provides real-time online tutoring and homework help for Math, English, and Writing.

Smarthinking also provides access to live tutorials in writing and math, as well as a full range of study resources, including writing manuals, sample problems, and study skills manuals. You can access the service from wherever you have a connection to the Internet. I encourage you to take advantage of this free service provided by the college.

Access Smarthinking through CougarTrack under Students->Academics->Academic Resources.