

Welcome Letter for Marketing Management Course

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Hello and welcome to Marketing Management Course!

Welcome to the on-line Marketing Management course (MKT 482-80). In this course we will use TWO on-line interfaces: Blackboard and McGraw-Hill Connect. You will receive from me an e-mail with detailed instructions on how to register for the Connect interface. On Connect you will do Quizzes, Interactive Assignments, and Exams. On Blackboard I'll post announcements, syllabus, grades, and other assignments (example: discussion board assignments).

Course Description:

This course addresses market-oriented problems of the firm including identification and selection of marketing opportunities and demand forecasting; formulation of competitive strategies; designing and/or evaluating marketing plans and programs.

During this course your time will be allocated among a set of interrelated activities:

- Completion of reading, quizzes, and other on-line assignments via McGraw Hill Connect and Blackboard
- Active participation in board discussion via Blackboard
- Preparation for exams and final paper

Expectations:

POLICIES: Written assignments WILL NOT be accepted late. If a student is permitted a late submission of an assignment he/she will be able to receive maximum 75% on that assignment/quiz.

Makeup quizzes and exams WILL NOT be provided. You will receive at the beginning of the summer semester the course outline in advance. Please make arrangements so you can complete the quizzes and exams on time. You will be given few days to complete each assignment and quiz. I strongly recommend NOT to start the assignment on the last day of the due date. If you choose to do so, you will be responsible for any unpredicted technical problems. I WILL NOT extend

the due date as a result of last day technical problems. No additional work will be available for students to improve their final grade.

Honesty and Ethics:

It is important that all students abide by standard policies regarding academic honesty. Academic dishonesty includes: cheating, plagiarism, allowing others to copy from you, interfering with another student's work, and collusion in dishonest acts. These acts undermine the college's educational mission and the students' personal and intellectual growth. WPU students are expected to bear individual responsibility for their work, to learn the rules and definitions that underlie the practice of academic integrity, and to uphold its ideals. Ignorance of the rules is not an acceptable excuse for disobeying them. Any student who attempts to compromise or devalue the academic process will be sanctioned. If you have questions regarding what is appropriate, please make sure you see me or ask in class, and consult the university catalog or Undergraduate Catalog (Section II, p.44).

How To Contact Me:

The best way to get in touch with me is via e-mail. The school e-mail is forwarded to my cell phone so I can access it frequently. I'll also post on Blackboard on-line synchronized office hours where you can ask questions in real time.

Course Materials:

Essentials of Marketing Management by Greg W. Marshall and Mark W. Johnston, 1st Edition, McGraw-Hill/Irwin.

Connect Marketing Online Access for Essentials of Marketing Management, 1st Edition
How can you purchase Connect? Connect can be purchased online at our Sections Connect web address: http://connect.mcgraw-hill.com/class/b_florental_mkt_482_summer_2011_1 If you purchase Connect online, you will have the option of purchasing Connect or ConnectPlus, which includes an interactive eBook to supplement the required textbook for this course. NOTE: You can register on Connect and have access without a code for a limited time period (typically three weeks).

Connect Registration: You need to register and create an account in the Connect interface. To register in Connect, please visit: http://connect.mcgraw-hill.com/class/b_florental_mkt_482_summer_2011_1 and click "Register Now." You will have a video tutorial if you are not sure how to register.

Support & Tips: If you have any issues while registering or using Connect, please contact McGraw-Hill's CARE team through <http://www.mhhe.com/support>. To avoid problems related to unexpected technical issues, you are advised not to wait until the last moment to complete assignments.

Course Requirements and Evaluation Criteria Points

1. Discussion Board Assignments - posted on Blackboard (10 points)
2. Interactive Assignments - posted on Connect (10 points)
3. Quizzes - posted on Connect (10 points)
4. Final paper - posted on Blackboard (30 points)
5. Mid-term exam (20 points) 6. Final exam (20 points) Total 100 points

Good Luck...:-)

How to Access Blackboard:

To log on to Bb point your web browser to <http://bb.wpunj.edu> and click the Login button in the upper left. Then enter your username and password in the spaces provided and click login again - you'll find your course Bb sites listed on the right.

Some things to be aware of as you work with Blackboard:

1. You probably won't find all your courses listed; the only ones that will appear are those that have been activated by the professor teaching the course. Professors who don't use Blackboard will not activate their courses.
2. Your username is comprised of your lastname and firstinitial, usually appended with a numeral. If you don't know your WPUNJ system username password you can use the Username lookup link at <http://bb.wpunj.edu> , or go to it directly at: <http://www.wpunj.edu/username>
3. If you are already logged in to the WPUNJ system through WPCconnect you won't have to re-enter your username and password -- just click the first login button.
4. Blackboard documentation can be found in two places: at Bb Home, <http://bb.wpunj.edu>, before one logs in, and in the Blackboard Support tab after one has logged on.
5. You can always obtain Bb help by using the Problem Report form at <http://bb.wpunj.edu> , or by going to it directly at: <https://liberty.wpunj.edu/bb/support-center/> .

WPUNJ Student Email:

To access WPUNJ Student Email point your web browser to <http://wpconnect.wpunj.edu>, enter your username and password, then select the **Mail** tab. If you are logging on for the first time you'll be asked to set your time zone and language.

Blackboard courses will use student email; third-party email addresses will not work on Bb

Good luck and have fun in the course! Bela Florental