



## **Course Syllabus**

**MAR 2011 - 1529**

## **Principles of Marketing Spring Term 2024-2025 (0645)**

### **Welcome**

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This course covers the institutions and methods developed for carrying on trade operations, retail and wholesale agencies, elements of marketing efficiency, the cost of marketing, price maintenance, unfair competition, and the relationship of government to marketing.

In this course, you will gain an understanding of the marketing system and understand the significance of marketing in the American capitalistic system. You will evaluate retail and wholesale agencies, the elements of marketing efficiency, the costs involved, and the part these ingredients play in the marketing system. And you will gain an understanding of the relationship of government and the importance of this relationship in the overall marketing system.

Students should be prepared to work at an accelerated pace and be comfortable with the MyCourses platform.

If you have any questions during the course, please email me for assistance.

Looking forward to the class!

[Prof. Llanes](#)

College of Business and Entrepreneurship Program Adjunct Professor

### **Instructor Contact Information**

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July Llanes-Bonilla

**Email**

LlanesBonilla.July@SPCollege.edu

**Phone:** All phone calls will be conducted through Zoom!

**Office and Online Chat Hours:**

By Appointment Only!

**Office Location:**

Seminole Campus

**Instructor Web Page:**

<https://web.spcollege.edu/instructors/id/llanesbonilla.july/CLS/>

## **Departmental Contact Information**

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Emmanuel Hernandez-Agosto

**Title:** Dean

**Email:** hernandez.emmanuel@spcollege.edu

**Phone Number:** 7277125407

## **Course Information**

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**Prerequisite(s):** NONE

**Credit Hours:** 3

**Modality:** Online

**Course Description:** This course covers the fundamental concepts and strategies of marketing in a comprehensive approach. Students will identify target markets, develop effective marketing strategies, and utilize various promotional techniques to achieve business objectives. The course also provides insights into consumer behavior and market dynamics to make informed marketing decisions while considering the ethical implications of the marketing field.

## Course Objectives

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1. Students will apply core marketing concepts through various methods by:
  - a. Recalling marketing concepts, encompassing a wide array of principles and theories, through engaging, interactive, and accessible learning experiences.
  - b. Identifying key marketing concepts discussed in lectures, case studies, and group discussions, demonstrating knowledge.
  - c. Implementing core marketing concepts to analyze case studies or real-world scenarios, demonstrating application.
2. Students will design marketing strategies by identifying target audiences and creating effective plans for the marketing mix by:
  - a. Analyzing markets using demographic, psychographic, and behavioral segmentation criteria to identify lucrative market segments.
  - b. Developing comprehensive marketing plans that align with organizational goals and objectives, integrating the marketing mix.
3. Students will analyze consumer behavior by developing marketing recommendations by:
  - a. Applying basic consumer behavior concepts to analyze case studies or real-world scenarios, demonstrating application.
  - b. Evaluating the impact of marketing strategies on consumer behavior, such as the effectiveness of advertising in influencing purchase decisions, at the analysis level.
  - c. Developing marketing recommendations based on an understanding of consumer behavior, demonstrating synthesis.
4. Students will conduct basic market research and analysis to gather insights for making informed marketing decisions by:
  - a. Identifying primary sources of market research data, such as surveys and focus groups, demonstrating knowledge.

- b. Interpreting market research findings to identify consumer preferences and market trends, demonstrating application.
  - c. Evaluating the reliability and validity of market research data sources, demonstrating analysis.
- 5. Students will distinguish basic principles of ethical marketing and social responsibility within the context of business practices by:
  - a. Applying ethical principles to analyze marketing campaigns or practices for adherence to ethical standards, demonstrating application.
  - b. Evaluating ethical solutions to marketing challenges, considering the well-being of stakeholders and society, demonstrating synthesis.

## Important Dates

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**Class Dates:** 10-MAR-2025 to 09-MAY-2025

**Drop Date:** 14-MAR-2025

**Withdrawal Date:** Please reference the Academic Calendar below

<https://www.spcollege.edu/academic-calendar>

## First Day Access (Digital Books) Program

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### What is First Day Access: Textbook Savings Program?

This course is participating in the First Day Access Program. You will be given access to the course materials through MyCourses. You will receive instant access to the required materials and save 20-50% or more off the retail price. **You have the option to opt out of the program within the first 10 days of class** if you want to purchase your materials elsewhere. Opting out of the program is likely to cause you to pay a higher rate. **The opt-out date is 10 days from the first day of class.** ([View Opt-out deadline dates](#)).

The materials that are accessed through MyCourses are **NOT** included in your tuition. **If you do not click on the button to opt-out, you agree to pay the discounted fee and SPC will bill your student account at the First Day price after the opt-out deadline passes- approximately 2 weeks after your class starts.** This will show as a bookstore charge. Please

check your student account. If you have BLOC or are a 3rd Party vendor then the charges will be covered **\*exceptions do apply**, if you are self-pay, please make those payments to the business office.

### **Refund Policy**

If you drop a class within the drop deadline for your course, the refund policy will be the same as SPC's [drop w/refund policy](#). If you withdraw after the drop deadline ([see your schedule for dates](#)), then you will be responsible for those charges on your account (For example, if you receive a "W" you will not be eligible for a refund).

Should you choose to purchase the required materials out of pocket you **MUST** opt out to avoid being charged. If you do not opt out by the deadline, which is 10 days from the start of class, then you must request to be opted out and proof of purchase must be submitted to [tharrison@bncollege.com](mailto:tharrison@bncollege.com) to prevent First Day Fees being added to your account.

### **Performance Assessment and Grading**

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It will be the students' responsibility to complete their assignments on time and in an acceptable manner. Late assignments will only be accepted after properly documented extreme extenuating circumstances at the instructor's discretion. Since the student has one week to do the assignments, he/she has to prove that due to extreme circumstances he/she could not do the assignment/s for a period of one week. There are absolutely no exemptions to this rule. Due to their interactive nature, the

Discussion Forums cannot be extended.

Please note that technical problems with MML (lab) or MyCourses do not justify extensions unless there is a reported issue with their systems. Their systems would have to be reported down by either the publisher or the college for a minimum of 3 hours in a single day or 8 hours in a week for an extension to be considered. This policy does not apply if the downtime had been properly informed to the students with at least one week in advance.

This course has been designed to provide students with plenty of opportunities to achieve any desired grade. On this light, and to be fair and consistent with all students, the instructor does not offer extra credit on this class.

Please pay attention to the instructions for every assignment such as due date, time allowed (if that is the case), maximum attempts, etc. The instructions will be displayed in in “MyCourses” or MML.

The assignments for each module are due on Sunday at midnight before the next module starts on Monday the next day. Each module corresponds to a week of class, except for the last module (module 8) which, is a short week ending on the last day of class, Wednesday at midnight EST. You will find the date each module starts under their corresponding tab.

All assignments are subject to the College's “Academic Honesty Policy”. Please get familiar with it.

## **Grading Scale**

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- Discussion Forums - 30%
- Chapter Simulations (multiple attempts, no time limit) - 30%
- Quizzes (1 attempt, time limit) - 40%
- Total percentage - 100.00%

A 90 - 100%

B 80 - 89%

C 70 - 79%

D 60 – 69%

F Less than 60%

## **Late Work Policy**

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All assignments are due by Sunday at midnight. No late work will be accepted unless the student has gotten approval from me.

## **MyCourses Assignment Schedule**

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<b>Due Date</b>	<b>Name</b>	<b>Type</b>	<b>Points</b>
	Course Project Topic Approval	Assignment	3
	Discussion Requirements	Discussion	
	Module 2 Discussion	Discussion	100
	Syllabus Quiz	Quiz	
3/16/25	Module 1	Event	

## **Communication Plan**

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### **Communication Channels**

All communications shall go through MyCourses Email:  
LlanesBonilla.July@mycourses.spcollege.edu.

### **Response Time**

I will try my best to respond within 24 hours. If you do not receive a response, please re-send your email in case the email did not go through.

## **How to Be a Successful Student**

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Attending class is vital to your success, particularly the first few days of class as you are introduced to the requirements and topics you will be covering. Therefore the college limits when you can add classes. Please [check our registration page](#) regarding when classes can be added.

You may drop a course through the [Drop with Refund](#) date listed on your Fee Schedule and be eligible for a refund, although withdrawing may affect your financial aid. If you are thinking of withdrawing, please speak with your instructor, an [Academic Advisor](#) or a [financial aid counselor](#).

Showing up is the first step in ensuring your academic success. Active participation is the next step - whether you are in a classroom or taking classes online. Each of your faculty will give details in the syllabus about their attendance policies. If you are going to miss a session, or be offline for any reason, please let your instructor know in advance. If you don't attend during the first two weeks of a term you will automatically be withdrawn from the class and this can cause serious problems if you receive financial aid. In fact, if you withdraw prior to completing 60% of a class and receive any form of federal financial aid (grants or loans) you will be required to repay a portion.

## **Course Attendance**

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The college-wide attendance policy is included in the Syllabus Addendum at: <http://www.spcollege.edu/addendum/>

Students classified as “No Show” for both of the first week will be administratively withdrawn from the class.



For face-to-face classes “No Show” means not physically present in the classroom at the moment attendance is taken.

For blended classes “No Show” means not physically present in the classroom and/or never logged into “MyCourses”.

For online classes “No Show” means never logged into “MyCourses”.

Students who have not completed more than 40% of their assignments due (homework & chapter exams) at the 60% point will be considered as “not actively participating” in the class and may be administratively withdrawn with a grade of “WF”.

## **SPC Policy: Attendance/Participation/Withdrawal**

Withdrawing from a course with a “W” or “WF” may impact students’ academic standing and financial aid eligibility including placing the student in early repayment. It is the student’s responsibility to understand the consequences of withdrawing.

### **Attendance**

College policy requires students to attend class prior to the published deadline to drop with a refund. The instructor is required to report non-attendance and the student will be dropped after the first week of classes.

If you don’t attend during the first week of the term, you will be automatically dropped, and the class removed from your schedule. If you receive financial aid, your award amount may be adjusted if the drop changes your enrollment status (e.g. full-time to part-time).

It is the student’s responsibility to know the attendance policy of the class in which they

are enrolled.

- Depending on the modality of the course, attendance may be online, LIVE Online, blended, or on-campus.
- For LIVE Online classes, attendance will be taken online during the normal class meeting time/days.
- Students who are feeling ill for any reason should communicate in a timely manner with their instructor regarding attending online instead of on-campus, and/or the responsibility of excused absences. Students are also responsible to discuss completing any missed work with the instructor.

### **Participation**

College policy require the instructor to report any student who is not actively participating at the 60% point of a class. The instructor will report the student by the end of the week immediately following the 60% point of the class and the student will be withdrawn from the course and assigned a "W" grade. It is the student's responsibility to understand the instructor's requirements for 'active participation.

### **Student Withdrawals**

You may drop a course through the [Drop with Refund](#) date listed on your Fee Schedule and be eligible for a refund, although withdrawing may affect your financial aid. If you withdraw prior to completing 60% of a class and receive any form of federal financial aid (grants or loans) you will be required to repay a portion. If you are thinking of withdrawing, please speak with your instructor, an [Academic Advisor](#) or a [financial aid counselor](#).

Withdraw requests submitted after the last date to withdraw with a "W" (see academic calendar) will result in a "WF". Students and instructors will automatically receive an email notification through their SPC email address whenever a withdrawal occurs. Students should consult with an academic advisor or financial assistance counselor prior to withdrawing from a class.

Students who wish to withdraw completely from SPC are not able to totally withdraw from all classes through MySPC. A student must contact an Academic Advisor to totally withdraw.

## **Technology Requirements & Policy**

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View the [MyCourses Minimum Technology Requirements](#)

View the [Canvas Minimum Technology Requirements](#)

If you need technical assistance, please [Contact the Technical Support Center](#).

Minimum Technical Skills: Students should know how to navigate the course and use the course tools (email, discussion, gradebook, etc.). Learning Management System (LMS) tutorials are available to students new to this LMS and are located at the beginning of the course. Most features in the LMS are accessible on mobile devices, although it is recommended that you use a computer for quizzes, tests, and essay assignments.

Students also MUST become proficient with [publisher or other 3rd party tools or platforms here] and the tools contained within the program to be successful in this course.

### **Accessibility of Technology**

- [MyCourses \(Brightspace by Desire2Learn\) Accessibility](#)
- [Canvas Accessibility](#)
- [Microsoft Accessibility](#)
- [Google \(YouTube\) Accessibility](#)
- [Panopto Accessibility](#)
- [Copyleaks Accessibility](#)
- [Cengage Accessibility](#)
- [McGraw-Hill Accessibility](#)
- [Pearson Accessibility](#)

### **Privacy**

- [MyCourses \(Brightspace by Desire2Learn\) Privacy](#)
- [Canvas Privacy](#)
- [Microsoft Privacy](#)
- [YouTube Privacy](#)
- [Panopto Privacy](#)
- [Copyleaks Privacy](#)
- [Cengage Privacy](#)
- [McGraw-Hill Privacy](#)
- [Pearson Privacy](#)

## **SPC Policy: Academic Honesty**

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You are expected to be honest in all your academic work. By enrolling at the College, you agree to abide by all the standards of academic honesty and integrity and failing to observe the rules may result in academic and disciplinary action, up to and including expulsion from the College.

To better understand what academic integrity means and the potential consequences of violating it, please watch the following videos:

- [What is Academic Integrity?](#) (1:29)
  - [Transcript for "What is Academic Integrity?"](#)
- [What Happens When You Violate Academic Integrity?](#) (2:08)
  - [Transcript for "What Happens When You Violate Academic Integrity?"](#)

The academic honesty policy and procedures are available online:

- [Academic Honesty Policies, Honor Code](#)
- [Academic Integrity Policies and Procedures](#)

These documents include details on what is meant by:

- Cheating
- Bribery
- Misrepresentation
- Conspiracy
- Fabrication
- Collusion
- Duplicate submissions
- Academic misconduct
- Improper calculator, computer or online use

Some of your courses may include online material that is protected by copyright. This means that the work is available for you to use in your studies, but you can't copy and share the materials ( copyright.gov). Please see [SPC's copyright information](#). It's your responsibility to be academically honest in all of your work.

## **Generative AI Not Permitted**

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The best-known example of Generative AI (Artificial Intelligence) is ChatGPT, a chatbot that allows you to type a question as if you were talking to a real person, and it quickly offers a seemingly meaningful, original answer. Tools like this are powerful and can be useful in many contexts, but you must be aware of their limitations, as they can produce inaccurate, fabricated, and even offensive content. In addition, the work produced is not technically your own. In order to avoid violating [SPC's academic integrity policy](#), students must be sure to follow the course's policies regarding the use of artificial intelligence in academic work. The AI policies for this class are outlined below.

You are strictly prohibited from using use Generative AI (Artificial Intelligence), including ChatGPT and similar AI tools, in this course. The work produced by AI writing tools is not your own original work and is therefore unacceptable for the assignments in this course. If you cite AI-generated content, the work will be considered incomplete and receive a zero. If you do not cite, the work will be considered plagiarism and receive a zero. If you have any questions about this, please reach out to me.

# **Respondus LockDown Browser Proctored Testing Information**

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## **Proctored Testing Requirement**

This course requires one or more of your quizzes/exams in MyCourses to be virtually proctored. Proctoring will be conducted using an online proctoring service called LockDown Browser & Respondus Monitor. You DO NOT need to create an account or schedule an appointment. Your quizzes will be accessible on the dates your instructor has set for you to take them. To take a LockDown Browser & Respondus Monitor quiz, you will need the following: a computer, a working webcam/microphone, your ID, and a stable internet connection. Check out [LockDown Browser & Respondus Monitor Support for Test-Takers](#) to learn more or for technical assistance.

## **Room Scan & ID Information**

To uphold academic integrity and ensure a fair testing environment for all students, you will be asked to conduct a room scan and show a valid, official ID prior to beginning your examination. Please be aware that this process involves your webcam recording and inspecting your physical testing environment. This includes the surface of your desk, any surrounding walls, and the area under your desk. By participating in this course and its assessments, you acknowledge and consent to these conditions.

Your official ID should include your name, photo, and signature for identity verification purposes. Acceptable forms of ID include a university ID, driver's license, passport, or other government-issued identification. No examination will be permitted to start without a proper ID check.

## **What is my responsibility?**

For courses that utilize LockDown Browser & Respondus Monitor, students are required to have a Windows, MAC computer, iPad, or Chromebook, a Web Cam, and download the LockDown Browser. You will be prompted to download the Lockdown Browser when launching the quiz in MyCourses.

Need help? Contact

[Lockdown Browser/Respondus Monitor Support](#)

## **Copyleaks**

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The instructor of this course may require the use of Copyleaks as a tool to promote learning. The tool identifies similarities and potential issues in written work that merit review. Use of the service enables students and faculty to pinpoint areas that can be improved through enhanced paraphrasing, source integration, or proper citation. Submitted papers are analyzed for originality and remain confidential within the Copyleaks system for this purpose only. Students retain full copyright to their work. Review the [Copyleaks Usage Agreement](#) for full details. Students who do not wish to submit work through Copyleaks must notify their instructor via course email within the first seven days of the course. In lieu of using Copyleaks, faculty may require a student to submit copies of sources, preliminary drafts, a research journal, or an annotated bibliography.

View the [Accessing the Similarity Report](#) tutorial.

## **Learner Support and Other Student Resources**

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Use the following links to view web sites on SPC's:

- [Free Tutoring](#)
- [Accessibility Services](#)
- [Academic Support](#)
- [On-Campus and Online Support](#)
- [Student Services](#)

Additional Resources:

- [Academic Calendar](#)
- [Learning Resources](#)
- [Career Services](#)
- [International Student Services](#)
- [Veterans Services](#)

## Code of Conduct

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### Code of Conduct

The behavior of all students in class should reflect a professional, respectful, and compassionate environment. Inappropriate or inconsiderate behavior will result in consequences. Students must be thoughtful of their comments, actions, and decisions, considering how these impact classmates and instructors.

### Online Student Participation and Conduct Guidelines

The practices of courtesy and respect that apply in the on-campus classroom also apply online. Any discriminatory, derogatory, or inappropriate comments are unacceptable and subject to the same disciplinary action applied in courses offered on campus.

### Netiquette

Whether you are in an online class or a physical classroom, certain behaviors are expected when you communicate with your peers and your instructors. You need to contribute to a positive learning/teaching environment, respecting the rights of others and their opportunity to learn. No one has the right to interfere with the teaching/learning process. Below are the traits of a successful student. These guidelines pertain whether your course is online or in the classroom. When communicating, you should always:

- Treat everyone with respect in every communication
- Use your professor's proper title: Dr. or Prof., or if you are in doubt use Mr. or Ms.
- Use clear and concise language



- Remember that college level communication should use correct grammar, whether written or spoken. Avoid slang.
- Use correct spelling and avoid texting abbreviations
- Avoid using the caps lock feature as it can be interpreted as yelling online
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and, even when spoken, your message might be misunderstood
- Be cautious with personal information (both yours and others')

**When you send an email to your instructor, department chair, dean, or classmates, you should:**

- Use a subject line that describes what you are writing about
- Avoid attachments unless you are sure your recipients can open them
- Be clear, concise, and courteous
- Sign your message with your name
- Use your SPC email account to ensure delivery. Sometime emails from non-SPC accounts are stopped by the spam filter and the recipient may not receive it.

**When posting to a discussion board, you should:**

- Write posts that are on-topic and within the scope of the course material
- Take your posts seriously; review and edit your posts before sending
- Be as brief as possible while still making a thorough comment
- Always give proper credit when referencing or quoting another source
- Read all messages in a thread before replying
- Avoid repeating someone else's post without adding something of your own to it
- Avoid short, generic replies such as, "I agree." You should include why you agree or add to the previous point
- Always be respectful of others' opinions, even when they differ from your own

- Express any differing opinions in a respectful, non-critical way
- Not make personal or insulting remarks
- Be open-minded

## **Recordings in the classroom**

Students may record lecturers in class for personal use (such as studying or documenting complaints to the institution) without explicit permission. However, students may not record non-lecture portions of class (such as skills labs, student group work, individual student instruction, Q/A sessions, recording studio critiques, group/individual production and computer lab time, practicums/internships, or clinical/simulation rotations) or other students without explicit permission, and may not disrupt class in making such recordings (such as trying to use a device with a calculator or calculator app in a class that does not allow calculators, or blocking the view or aisles for others in the class). Having an approved ADA accommodation is considered explicit permission to record from the college.

Students making such recordings may not share recordings without explicit permission and are personally liable for unauthorized dissemination. If in doubt, please discuss with your professor before class.

The instructor has the authority to ask a disruptive student to leave a classroom or lab. The instructor may also delete posts or materials from an online or blended class and/or take disciplinary action if disruptive behavior continues. This ensures that all students in the class have an opportunity to learn.

For additional information, review the [SPC Expectations for Student Conduct](#), [Online Student Participation and Conduct Guidelines](#), and the [SPC Netiquette Policy](#). Please strive to uphold these standards to ensure a positive and productive learning environment.

## Auditing a Class

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Auditing a course allows a student to take a class without benefit of a grade or credit for the course. Students do not have to seek special permission to audit a course, but they do need to communicate to their instructor they are auditing. If an auditing student has something specific they are hoping to get from the course, they should discuss that with the faculty member during the first week of classes.

**Once registered as an audit student, one may not change from credit to audit or from audit to credit after the drop/add period.** However, under certain circumstances, a student may appeal to the appropriate Dean and request a change from audit to credit status after the registration period has expired, but have 60 days into the subsequent term to appeal the status change. The Dean will verify with the instructor that the student completed all of the requirements for credit in the course. The Dean's decision is the final decision.

Audit students are required to meet course prerequisites including appropriate scores on the St. Petersburg College Placement Test unless such requirements are waived by obtaining permission through the Dean.

**Please note: Not all courses are eligible for auditing.**

## Student Survey of Instruction

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The Student Survey of Instruction is administered in courses each semester. It is designed to improve the quality of instruction at St. Petersburg College. All student responses are confidential and anonymous and will be used solely for the purpose of performance improvement.

## Title IX

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At St. Petersburg College, our faculty are dedicated to fostering a secure and open environment conducive to learning for all students. Title IX prohibits gender discrimination, including sexual harassment, domestic and dating violence, sexual assault, and stalking. If you, or someone you are aware of, has experienced sexual harassment or sexual violence, or any form of sexual misconduct, which includes incidents like sexual assault, relationship violence, or stalking, please know that there are avenues for help and support.

We strongly encourage every member of our college community to be proactive, seek assistance, and report occurrences of sexual misconduct to the Title IX Office. It's important to be aware that under Title IX regulations, faculty members are obligated to report such incidents to the Title IX Office. However, if you prefer to have a conversation with someone who is not required to report, you can consult the [SPC's Counseling Services](#).

St. Petersburg College urges everyone in our community to step forward, seek support, and report any incidents of sexual harassment or gender-based discrimination to the St. Petersburg College Title IX Office. They can be reached via email at [SPCTitleIX@spcollege.edu](mailto:SPCTitleIX@spcollege.edu) or by phone at 727-341-3261. Remember, these resources are here for your support and well-being.

## **Equal Access**

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St. Petersburg College affirms its equal opportunity policy in accordance with the provisions of the Florida Educational Equity Act and all other relevant state and federal laws, rules and regulations. The College will not discriminate on the basis of race, color, ethnicity, religion, sex, age, national origin, marital status, pregnancy, sexual orientation, gender identity, genetic information, or against any qualified individual with disabilities in its employment practices or in the admission and treatment of students. Recognizing that sexual harassment constitutes discrimination on the basis of sex and violates this Rule, the College will not tolerate such conduct. Should you experience such behavior, please contact the Equal Access/Equal Opportunity Office at 727-341-3261; by mail at P.O. Box 13489, St. Petersburg, FL 33733-3489; or by email at [eaeo\\_director@spcollege.edu](mailto:eaeo_director@spcollege.edu).

## Accessibility Statement

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St. Petersburg College recognizes the importance of equal access for all students. Accessibility Services (AS) is the campus office that supports students with disabilities to approve and coordinate reasonable accommodations. Students who have, or think they may have, a disability (e.g., learning disability, ADD/ADHD, psychiatric, medical/orthopedic, vision, and/or hearing) are invited to contact their AS campus coordinator ([Accessibility Services Contacts](#)) for a confidential discussion. If an accommodation is deemed to potentially alter the nature of the course, it will require a decision by a committee. Therefore, ample time must be provided to evaluate and process such requests. Students who are currently registered with AS are encouraged to request accommodations early in the semester by logging into their AIMS account. Additional information is available at the college-wide Accessibility Services website [www.spcollege.edu/accessibility](http://www.spcollege.edu/accessibility).

## Safety and Security

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We want to make sure that you are comfortable on campus and feel secure in your learning environment. The SPC campuses are very safe but you should be aware of your surroundings, just as you are anytime you are in a public space. In each classroom there is an Emergency Response Guide to help you during an emergency. It is also a good idea to be familiar with evacuation routes in buildings that you use frequently. **If you have an emergency, dial 911 immediately.** For information on campus safety and security policies, please call 727-791-2560. More information is also available on the [Campus Safety website](#).

The college website ([spcollege.edu](http://spcollege.edu)) is the best source of information in the event of an emergency. It's possible for something like a hurricane to disrupt classes on campus; if this happens there are plans on how to help you continue your education. You should be comfortable using the Learning Management System (LMS), as it will be key in communicating with faculty about course materials and assignments. Make sure you are familiar with sending and receiving emails, participating in discussion posts, navigating

through course materials, and submitting assignments in the LMS. It is important to be able to use the LMS for learning activities if your campus is closed.

Federal and state law requires a person designated as a "sexual predator or offender" to register with the Florida Department of Law Enforcement (FDLE). The FDLE is then required to notify the college if the person attends, or is employed, by a college or university. You can find out more information by calling the FDLE hotline (1-888-FL-PREDATOR) or by visiting [offender.fdle.state.fl.us/offender](http://offender.fdle.state.fl.us/offender). A list of sexual offenders or predators registered for classes at SPC is also available.

## **Titans Care (Student Assistance Program)**

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As an SPC student it's vital that you know Titans Care. You can access resources through [SPC's Student Assistance Program \(SAP\)](#), a collaborative resource for students with mental health or general life issues. SAP provides help and education in suicide prevention, mental health, substance abuse awareness and more. It is SPC's belief that supporting mental wellness is everyone's charge and that one loss as a result of substance abuse, mental illness, or suicide is one too many. If you or a loved one are considering suicide, please call the National Suicide Prevention Lifeline at 1-800-273-8255.

## **Student Concerns**

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St. Petersburg College wants to make sure that you are able to receive prompt and fair resolutions to any concerns that you might have. If you feel that you have had a bad experience with a college employee, or you have a concern about college facilities, please bring it to our attention. Begin by speaking directly to the person responsible for the department; direct conflict resolution is an important skill to develop and usually brings about the best results. If you aren't satisfied with the outcome, or are not comfortable approaching the person directly, you may submit the information using an online form: [web.spcollege.edu/survey/13002](http://web.spcollege.edu/survey/13002)

If you're not able to submit the form online yourself, feel free to ask a college employee to submit the form on your behalf.

## **SPC Vaccination Policy**

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SPC is concerned about the health and well-being of all students. We encourage all students to remain current on vaccinations as suggested by appropriate health authorities. SPC does not require vaccinations for general admissions to our degree or certificate programs, with some exceptions for specific programs.

## **Instructional Continuity During Emergencies**

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The St. Petersburg College website at [www.spcollege.edu](http://www.spcollege.edu) is the official source of college information regarding the status of the institution. Other important information will be communicated via SPC Alert, local media outlets, and the college toll-free phone number 866-822-3978. All decisions concerning the discontinuation of college functions, cancellation of classes, or cessation of operations rest with the President or his/her designee. The College realizes that it is possible for a significant natural disaster to compromise SPC campus facilities sufficiently to disrupt the delivery of classes on campus/campuses for an extended period and is planning ways our operations can continue following such an emergency.

So, if a hurricane or other natural disaster causes significant damage to St. Petersburg College facilities, please visit the college website for an announcement of the College's plan to resume operations.

Further, in the event of such a disaster, the Instructor will continue using the Learning Management System (LMS) for continuation of all required learning and instructional activities in this course, including the issuing of graded online assignments and expectation of student completion of those graded assignments.

Therefore, to keep up with all activities in this course during and after a natural disaster, please plan to continue this course by maintaining online access to the LMS (possibly

through duration of the course's regularly scheduled end date). We will finish this course in the LMS, as directed by your Instructor online, and your Instructor will use all graded assignments to assess and issue your final letter grade for this course, as normally planned, despite occurrence of the natural disaster.

For all current updates on pandemic conditions or other events, please visit SPC Updates at <https://www.spcollege.edu/spc-updates>

## **Terms of Instruction**

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Please note this syllabus is an instructional guide and that the instructor/professor reserves the right to make any changes to it, as needed. This includes changes to the course schedule and assignments, etc., throughout the term. If changes occur, you will be notified as soon as possible via email and/or an announcement in the Learning Management System (LMS). Changes may be necessary for various reasons, including instructor illness, students' progress, weather events, institutional needs, etc. Please approach any changes with flexibility and understanding.

## **Course Specific Information**

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Marketing is a very progressing and exciting field, responsible for researching and satisfying customer needs. This course will introduce the marketing concepts and expose students to a variety of marketing issues.

Communication is key in this area of study. In this way, a structured way of thinking and processing information will be required.

The learning process can be very demanding, but at the same time it will be very rewarding. The marketing field is fascinating and will help you develop a new set of skills that will open the doors to a whole new world of opportunities.