Course Information

<table>
<thead>
<tr>
<th>Course Description</th>
<th>Required Materials Including Textbooks (include ISBN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Cooperative</td>
<td>No Text is Required</td>
</tr>
<tr>
<td>Spring 2015</td>
<td></td>
</tr>
<tr>
<td>MRKG 2381 33430 and 93400</td>
<td></td>
</tr>
<tr>
<td>Online Begins 1-27-15</td>
<td>Note: A minimum of 9 hours per week should be devoted to course material outside of class time</td>
</tr>
<tr>
<td>ALL WORK MUST BE SUBMITTED by 6pm 5-14-15</td>
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Course Prerequisites

None

Course Information

<table>
<thead>
<tr>
<th>Instructor Information</th>
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<tbody>
<tr>
<td>Michael Daily</td>
</tr>
<tr>
<td><a href="mailto:Mdaily@dccc.edu">Mdaily@dccc.edu</a></td>
</tr>
<tr>
<td>972-860-8139 Cell 214-403-0173</td>
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<tr>
<td>Office D202 Office Hours MW 7:30-8am MW 11-11:30am Online 4 hours on demand as required.</td>
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</tbody>
</table>

Online Begins 1-27-15

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Texas Core Objectives for Student Learning

The College defines essential knowledge and skills that students need to develop during their college experience. These general education competencies parallel the Texas Core Objectives for Student Learning. In this course, the following skills are in focus.

1. **Critical Thinking Skills** - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
2. **Communication Skills** - to include effective development, interpretation and expression of ideas through written, oral and visual communication
3. **Teamwork** - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal

4. **Personal Responsibility** - to include the ability to connect choices, actions and consequences to ethical decision-making

5. **Social Responsibility**: to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

**Student Learning Outcomes**

1. Identify learning objectives related to current work activities encountered on the job.

2. Apply concepts and skills using specialized workplace materials, tools, equipment and procedures.

3. Demonstrate appropriate teamwork, interpersonal skills, written and verbal communication skills and knowledge of the business/industry.

**CVC Learning Signature**

CVC’s Learning **Signature** is *One College Transforming Lives*. Cedar Valley College establishes clear expectations for students through engagement and empowerment leading to excellence.

**CVC Faculty and Staff expect students to:**
- take responsibility for their own learning
- commit to achieving high academic performance
- be meaningfully engaged in the campus community

**CVC Faculty and Staff expect to:**
- provide students a clear pathway of instruction
- establish clear learning outcomes
- serve as role models and mentors for students

**Course Outline**

For maximum success in this course you should spend a **minimum** of 9 hours per week working on course material.

**Self- Paced**

**Evaluation Procedures**

At the beginning of the course, the instructor provides a schedule of examinations and assignments that contribute to the final grade in the course for each student.

**Grading Scale**

900-1000 A
800-899 B
700-799 C
600-699 D
599-0 F
Exams and Assignments

The final grade for the course reflects evaluation of the student’s work on the following assignments that are calculated as follows:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>5 seminar reading assignments</td>
<td>500</td>
</tr>
<tr>
<td>Start of semester contract and objectives</td>
<td>50</td>
</tr>
<tr>
<td>Completion of Objectives</td>
<td>450</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1000</td>
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Service Learning

The College offers a Service Learning Program that allows students to earn recognition for hours worked in a volunteer program with a local organization. See the Cedar Valley College website for additional information.

http://www.cedarvalleycollege.edu/CommunityMembers/Lists/WebPages/DispForm2.aspx?List=4910a51c-65b2-4293-9ecd-5f5aa383b44d&ID=17

Stop Before you Drop

Under a Texas law (TEC Section 51.907), if you drop too many classes without having an acceptable reason, your GPA could be affected. Be sure you understand how this law may affect you before you drop a class.

The law applies to students who enroll in a Texas public institution of higher education (including the colleges of DCCCD) for the first time in fall 2007 or later. Under this law, you may not drop more than six classes without an acceptable reason during your entire undergraduate career without penalty. For more information, please see our catalog or read Facts About Dropping Classes.

If you drop or withdraw before the official drop/withdrawal deadline, you will receive a grade of W (Withdraw) in each class dropped until the seventh unacceptable drop. You will earn a grade of WF for the seventh unacceptable drop, and each unacceptable drop after that. A grade of WF will be calculated in your GPA as an F.

The deadline for receiving a W is indicated on the academic calendar and above in RED.

For more information, you may access:
http://www.dcccd.edu/Why/Reg/Registration/Pages/DropWithdaw.aspx

The Dallas County Community Colleges will charge additional tuition to students registering the third or subsequent time for a
This class *may not* be repeated for the third or subsequent time without paying the additional tuition. Third attempts include courses taken at any of the Dallas County Community Colleges since the fall 2002 semester. More information is available at:  
http://www.dcccd.edu/PC/Cost/3rdCrseAttmpt/Pages/default.aspx

Attendance Policy

In general, daily class attendance enhances student achievement of an A, B or C in the course. Students should advise instructors of illness, work or family situations that may require absence from a class.

Classroom Policies

Be in attendance and respectful of other’s thoughts and ideas.

Tutoring Services

All tutoring is available on a "drop in" basis; however, if you would like to make an appointment for a specific time, please call 972-860-2974. We encourage you to make an appointment for all written assignments. During each visit to the center, you will use your student ID# to sign in and out on our computer at the front desk. More information is available at:  
http://www.cedarvalleycollege.edu/FutureStudents/StudentServices/TutoringServices/default.aspx

QUALITY ENHANCEMENT PLAN

Cedar Valley College's Quality Enhancement Plan is designed to improve student learning in mathematics. Read more about our QEP at:  
http://www.cedarvalleycollege.edu/QEP/default.aspx

INSTITUTIONAL POLICIES

Academic Advising

Academic Advising is a collaborative educational process whereby students and their advisors are partners in meeting the students' academic, personal, and career goals. This partnership is a process that is built over the student’s entire educational career at Cedar Valley College.

Educational planning is available to all students. First time in college students must meet with academic advisors prior to enrolling in classes; however, continuing students may choose to see faculty advisors, faculty counselors, and/or program coordinators after classes begin. All parties have clear
responsibilities for ensuring a successful partnership. For more information, you may access:
https://www.cedarvalleycollege.edu/FutureStudents/StudentServices/AcademicAdvising/Pictures/AdvisingSyllabus.pdf

**Academic Honesty**

Academic honesty is expected, and integrity is valued in the Dallas County Community Colleges. Scholastic dishonesty is a violation of the Code of Student Conduct. Scholastic dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion. See Also Student Code of Conduct.
https://www1.dcccd.edu/catalog/ss/code.cfm?loc=CVC

**ADA Statement**

If you are a student with a disability and/or special needs who requires accommodations, please contact the college Disability Services Office at 972-860-8119.

**Emergency Alert**

Sign up for DCCCD Emergency Alerts to receive a text-message, e-mail and/or phone call when there is an unscheduled evacuation or closure of a DCCCD campus or office because of weather closures, utility outages, police or other emergencies. Subscribing is free, but standard text message charges from your cell phone provider will apply. Please refer to:
http://www.dcccd.edu/SS/OnlineSvs/EmergAlerts/Pages/default.aspx

**Financial Aid**

Students who are receiving any form of financial aid should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Students who fail to attend or participate after the drop date are also subject to this policy.

**Health Center Services**

Basic first aid for minor cuts, scrapes, insect stings, and heat, etc.

- Over-the-counter medications for headaches, fever, seasonal allergies, and colds
- Over-the-counter medications for mild allergic reactions
- Emergency sanitary pads
- Blood Pressure check
- Coordination with outside health agencies such as Carter Blood Care; Dallas County Health Dept. (HIV/STD testing--free, twice a semester); UT Southwestern mobile mammography; Immunizations once a month for children <19 y.o. from the DCDHHS; Agape Massage; and Employee Wellness Screening
- Rest area for stress relief, migraine headaches, post seizure activity
- AED (Automatic External Defibrillator) for CPR
- Student Health101, e-magazine
  http://readsh101.com/go2cedarvalleycollege.html
- Confidential "talks"
- Assists with health related club activities when asked and time permits

Religious Holidays  Absences for observance of a religious holy day are excused. A student whose absence is excused to observe a religious holy day is allowed to take a make-up examination or complete an assignment within a reasonable time after the absence.