

MKT 217 W80: Advertising

Online Orientation Information

Welcome to the Online Version of MKT 217 Advertising

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The following information will help you get started with your online course. Please read through each section and contact me by e-mail if you have any questions or problems.

1. Does this class have any on-campus meetings?

No. All course information is available on the class site. All assignments are done via online access. **Course site will be available on 6/28/11.**

2. Do I need access to the Internet from home for this class?

You do not have to have home access, but you do need to have access to the Internet for blocks of time. You also must have an e-mail address, and this is already set up for you free of charge. Information on how to use this account can be found in your Harper Student Portal located at <https://my.harpercollege.edu/cp/home/loginf>.

Note: All email sent to Harper students will come to this free account. Therefore, it is strongly recommended that you check this email account on a very regular basis for all communications. However, if you decide you want to use a personal account instead, visit <http://harper.blackboard.com> to review the tip sheet on how to forward your Harper email account to a personal email address.

3. What do I need on the computer I plan to use for this course?

- IBM PC or Macintosh platform
- regular access to the Internet
- at least 512 MB of RAM
- a recent version of Internet browser software (Netscape 7, Internet Explorer 7, Firefox 3 or Safari 3)

4. What level of computer skills do I need to take this course?

You need to know how to do the following:

- Have 2 or more software programs open at the same time and move back and forth between them without closing either of them.
- Copy text in one document and paste it into another.
- Locate a file on your hard drive.
- Save a file to a particular folder on your hard drive and also to a floppy disk.
- Send and receive e-mail messages.
- Attach a file to e-mail messages and open an attachment that is sent to you.
- Locate a web site by keying the web address (URL) into the Address or Location bar either in Netscape or Internet Explorer.

Note: If you need to learn how to perform any of the above skills, visit the Distance Learning Orientation site (<http://www.harpercollege.edu/getready>) and review the Computer Skills tutorial.

5. What if I need technical assistance?

Technical assistance can be obtained by email or telephone.

- Email: studentsd@harpercollege.edu
- Telephone: 847.925.6866

6. How will I access the course information?

The course is accessed from the Harper Blackboard server, <http://harper.blackboard.com>. You will access all the course information at this site. You will also make use of the Discussion Board and Online Gradebook on the site. All other interaction will take place through email.

7. How much time will I need for this online course?

You will need to commit yourself to a minimum of 6-8 hours of work per week. Although this time will vary significantly with individual skill/knowledge levels, it is important to remember that you will be using time traditionally spent in a classroom setting to access your course information, read your textbook, and complete your assignments.

8. What textbook is required for this course?

Title: Essentials of Contemporary Advertising, Edition 2

Author: Arens & Schaefer

Publisher: McGraw-Hill

ISBN: 13 978007338097

9. What should I do prior to the start of class?

- Visit Harper Online at <http://www.harpercollege.edu/distancelearning> and select the Technical Readiness area. Use the Browser Checkup there to make sure your computer has the necessary software and plug-ins to view course materials. If your Internet browser does not pass all tests, you can download the missing software free of charge from this same website.
- Login to Harper Blackboard at <http://harper.blackboard.com> using your MyHarper Student Portal information
 - If you do not choose to use your Harper email address, you will need to forward this account to one you plan to check frequently. Instructions for doing this are located in the MyHarper Email tab of your Student Portal
 - Enter your course site by clicking on the link located in the My Courses section of your window.
- Review the course syllabus as posted on the website, and begin the course.