



WACO, TEXAS

**COURSE SYLLABUS
AND
INSTRUCTOR PLAN**

ACADEMIC COOPERATIVE

MRKG 2388.99

BECKY PARKER

NOTE: This is a 16-week course.

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Course Description:

An independent study program designed to integrate on-campus study with practical hands-on experience. In conjunction with class seminars, the individual student will set specific goals and objectives in the study public relations. The student will demonstrate leadership skills at MCC or in local business/non-profit. This course provides an opportunity for students to design and receive credit for hands-on training and experience in the community. Internships constitute a significant and expected form of training in this discipline and are widely recognized in the field. This course may be designated for Honors College credit. Required Honors College Proposal Form must be completed and signed by supervising faculty member and Honors College representative.

Prerequisites and/or Corequisites:

Course requires consent of instructor. Prerequisites and co-requisites determined according to project proposal.

Course Notes and Instructor Recommendations:

In conjunction with faculty, the individual student will set specific goals and objectives in the study of marketing. The student will demonstrate level-appropriate mastery. The student will cooperate in planning and devising his or her research h project. The student will meet at regular intervals with the supervisor of record.

Instructor Information:

Instructor Name: Becky Parker

MCC E-mail: bparker@mclennan.edu

Office Phone Number: 254-299-8651

Office Location: MAC 215

Office/Teacher Conference Hours: MW 9:00– 11:00, TTH 8:30-9:30. Online office hours: Sunday and Monday 9:00– 10:00pm.

Required Text & Materials:

Determined by project.

MCC Bookstore Website: <http://www.mclennan.edu/bookstore/>

Student Support/Resources:

MCC provides a variety of services to support student success in the classroom and in your academic pursuits to include counseling, tutors, technology help desk, advising, financial aid, etc. A listing of these and the many other services available to our students is available at <http://www.mclennan.edu/campus-resource-guide/>

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College personnel recognize that food, housing, and transportation are essential for student success. If you are having trouble securing these resources, we encourage you to contact a success coach by calling (254) 299-8226. Students can visit the Completion Center Monday-Friday from 8:00 a.m.-5:00 p.m. to meet with a success coach and receive additional resources and support to help reach academic and personal goals. Paulanne's Pantry (MCC's food pantry) is open 12:00 p.m.-1:00 p.m., Monday-Friday, without an appointment. The Completion Center and pantry are located on the Second Floor of the Student Services Center (SSC).

Minimum Technical Skills:

Students should have basic computer skills, knowledge of word processing software, and a basic understanding of how to use search engines and common web browsers.

Backup Plan for Technology:

In the event MCC's technology systems are down, you will be contacted/notified through your MCC student email address. Please note that all assignments and activities will be due on the date specified in the Instructor Plan, unless otherwise noted by the instructor.

*** [Click Here for the Minimum System Requirements to Utilize MCC's D2L|Brightspace](http://www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements)**
(www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements)

Click on the link above for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

Methods of Teaching and Learning:

Work site, projects, service learning assignments, student performances/presentations, portfolio, written reports/paper, instructor conferences or seminars.

Study methods and documentation will largely consist of the products you create as a result of your activities. These products may include: research papers, DVD, video or audio tapes, reports, samples of work, product of your artistic activity, records of experiments, performances, journals, public presentations. Discuss documentation methods with your faculty sponsor.

Course Objectives and/or Competencies:

Work site, projects, service learning assignments, student performances/presentations, portfolio, written reports/paper, instructor conferences or seminars.

Study methods and documentation will largely consist of the products you create as a result of your activities. These products may include: research papers, DVD, video or audio tapes,

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Course Outline or Schedule:

Numbers 1-4 should be completed the semester prior to beginning the course.

1. Begin brainstorming academic areas that you would like to pursue. At this time, you are not expected to have specific goals or topics. Narrow general topics to one or two academic areas. Be thinking about a particular professor with whom you would like to work for your independent study. An Honors College Co-Director will assist you.
2. Meet with an Honors College Co-Director prior to registering for your Academic Cooperative course. When you register for your other classes, please keep in mind that this is a three-hour, transferable Honors course.
3. Once you have registered for your AC 2389, notify the Honors College.
4. As soon as you are assigned a faculty supervisor, set-up an initial appointment to introduce yourself and discuss what you are interested in learning. Again, at this time, you are not expected to have concrete plans.

Once the semester begins, complete the following steps.

5. During the first week of the semester, schedule an appointment to meet with your AC 2389 supervisor.
6. Complete the **Proposal Form**. Both you and your supervisor must sign it.
7. Submit the completed document to the Honors College by the end of the third week

Course Grading Information:

Determined by project

Late Work, Attendance, and Make Up Work Policies:

The student is expected to adhere to the proposed schedule for independent study. Regular, periodic contact and documentation should be provided to the faculty sponsor as planned. Any schedule modifications must be made in consult with the sponsor.

Student Behavioral Expectations or Conduct Policy:

The classroom is a training ground for your work environment. Consider class time a meeting with a boss or client. In a business meeting you should be on time, not be interrupted by a cell phone, dress appropriately and actively participate. You should also show respect for fellow students and the instructor. Teasing or verbal abuse of other students will not be tolerated.

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In accordance with the "General Conduct Policy", MCC intends to provide an atmosphere conducive to learning. Adherence to the behavioral standards of mutual respect and academic honesty is expected of all students. Refer to the "General Conduct Policy" printed in the Highlander Guide for a more inclusive discussion of acceptable classroom conduct.

Turn all cell phones or pagers to the silent or vibrating mode. Do not use your phone during class for conversation or text messaging. If you do so, you will be asked to leave and you will be counted absent.

Avoid getting up in the middle of class to go to the restroom, get a drink, or perform any other activity, unless you are feeling sick. The class will appreciate your consideration. This is a class meeting -- not a come-and-go reception.

Loud, raucous behavior in the classroom is not acceptable. Do not carry on your own private conversations while the instructor or a fellow student is speaking. This is rude and disrespectful and you will be asked to leave class.

The use of alcohol, drugs or tobacco products is not allowed in the classroom. Do not attend class with the smell of or under the influence of drugs or alcohol.

299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC by calling 299-8210. The MCC Student Counseling Center is a confidential resource for students.

McLennan's Title IX webpage (<http://www.mclennan.edu/titleix/>) contains more information about definitions, reporting, confidentiality, resources, and what to do if you or someone you know is a victim of sexual misconduct, gender-based violence or the crimes of rape, acquaintance rape, sexual assault, sexual harassment, stalking, dating violence or domestic violence.

*** [Click Here for the MCC Academic Integrity Statement](#)**

(www.mclennan.edu/academic-integrity)

The link above will provide you with information about academic integrity, dishonesty, and cheating.

*** [Click Here for the MCC Attendance/Absences Policy](#)**

(www.mclennan.edu/highlander-guide/policies)

Click on the link above for the college policies on attendance and absences. Your instructor may have guidelines specific to this course.

Accommodations/ADA Statement

Any student who is a qualified individual with a disability may request reasonable accommodations to assist with providing equal access to educational opportunities. Students should contact the Accommodations Coordinator as soon as possible to provide documentation and make necessary arrangements. Once that process is completed, appropriate verification will be provided to the student and instructor. Please note that instructors are not required to provide classroom accommodations to students until appropriate verification has been provided by the Accommodations Coordinator. Instructors should not provide accommodations unless approved by the Accommodations Coordinator. For additional information, please visit mclennan.edu/disability.

Students with questions or who require assistance with disabilities involving physical, classroom, or testing accommodations should contact:

disabilities@mclennan.edu

254-299-8122

Room 319, Student Services Center

*** Click Here for more information about Title IX**

(www.mclennan.edu/titleix)

We care about your safety, and value an environment where students and instructors can successfully teach and learn together. If you or someone you know experiences unwelcomed behavior, we are here to help. Individuals who would like to report an incident of sexual misconduct are encouraged to immediately contact the Title IX Coordinator at titleix@mclennan.edu or by calling Dr. Drew Canham (Vice President for Student Success) at 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC by calling 299-8210. The MCC Student Counseling Center is a confidential resource for students.

McLennan's Title IX webpage (<http://www.mclennan.edu/titleix/>) contains more information about definitions, reporting, confidentiality, resources, and what to do if you or someone you know is a victim of sexual misconduct, gender-based violence or the crimes of rape, acquaintance rape, sexual assault, sexual harassment, stalking, dating violence or domestic violence.

** You will need to access each link separately through your Web browser (for example: Internet Explorer, Mozilla, Chrome, or Safari) to print each link's information.*