



Course Syllabus

MAR 3802 - 3239

Marketing Management Fall Term 2025-2026 (0655)

Welcome

Welcome to MAR3802! This course helps develop the marketing knowledge and skills necessary for the successful manager to address the intermediate marketing issues surrounding the complex demand management problem all organizations face. The course focuses on consumer and business-to-business marketing.

Students will apply the marketing concepts, including the development of a marketing strategy, in an online marketing simulation game. The "Practice Marketing Full Team Simulation - Corporate Team" is the major team project and accounts for 35% of the overall grade. In the simulation the team will launch a product. Each week the team will choose a variety of marketing elements to best sell to the consumer segment they choose. The course focuses on consumer and business-to-business marketing.

Let's have some fun!

Instructor Contact Information

July Llanes-Bonilla

Email

LlanesBonilla.July@SPCollege.edu

Phone: Via Zoom

Office and Online Chat Hours:

By appointment only

Office Location:

Remote location

Instructor Web Page:

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

Departmental Contact Information

Emmanuel Hernandez-Agosto

Title: Dean, College of Business

Email: Hernandez.Emmanuel@SPCollege.edu

Phone Number: 727-712-5407

Appointment Information: Call or email to schedule an appointment

Michael Ewell

Title: Associate Dean, College of Business

Email: Ewell.Mike@spcollege.edu

Phone Number: 727-444-6228

Appointment Information: Call or email to schedule an appointment

Course Information

Prerequisite(s): Prerequisites: Admission to BUS-BS or MGTORG-BAS or SUSMGT-BAS or TMGT-BAS or HSA-BAS

Credit Hours: 3

Modality: Online

Course Description: This course focuses on the concepts and planning strategies of marketing skills and knowledge useful to marketing managers. Students will explore, illustrate, critique, and explain marketing concepts, including marketing's role in planning, organizing, implementing, monitoring and controlling marketing programs to effectively compete in data-driven, integrated, and technologically advanced business

environments. The course focuses on business-to-consumer and business-to-business marketing, including marketing planning and strategy development.

Course Objectives

1. The student will describe the function and role of a marketing manager by:
 - a. Discussing the focus, scope and importance of the marketing management function in organizations large and small.
 - b. Summarizing the theory of, and components in a market environment, the historical context and transition of the marketing management functions.
 - c. Interpreting recent & emerging trends affecting the marketing manager's role.
 - d. Reviewing the tasks necessary for successful marketing management.

2. The student will examine marketing management and the key issues surrounding an organization's marketing planning and strategy by:
 - a. Exploring the concepts, components, and techniques in developing a marketing plan.
 - b. Investigating the concepts, components, and techniques in developing a marketing strategy.
 - c. Prioritizing the critical tasks and success factors for a marketing manager.

3. The student will explore marketing Insights, techniques for capturing marketing insights, and how those insights influence perception, preference, and product development by:
 - a. Demonstrating the process of conducting primary and secondary research.
 - b. Contrasting consumer and business-to-business buying behaviors.
 - c. Discussing how and why consumers make purchasing decisions.
 - d. Explaining the effects of competition and competitive advantages.
 - e. Differentiating traditional and non-traditional marketing strategies such as a blue ocean strategy, sustainable marketing, conscientious capitalism, and others.

4. The student will describe the importance of marketing dash boards, data, business intelligence, and artificial intelligence marketing management and planning by:
 - a. Examining the importance of including the following elements in a marketing plan:1.dashboards2.data3.business intelligence4.artificial intelligence.
 - b. Outlining the characteristics of marketing for high-technology industries.
5. The student will characterize the marketing issues, theories and approaches associated with marketing planning, organizing, implementing, monitoring, and controlling marketing programs by:
 - a. Diagramming how key components fit into a marketing planning:1.personal selling2.sales promotions in communications3.customer relationship management4.data, business intelligence, automation, and other technologies.5.global marketing6.digital marketing7.services8.supply chain/logistics9.product develop/life cycle10.other marketing components.
 - b. Differentiating between the aspects, tools and approaches associated with:1.managing marketing performance2.key performance indicators3.return on marketing investment4.return on sales5.other measurement tools.
6. The student will contrast strategies to build, support, and promote a firm's marketing initiatives by:
 - a. Summarizing methods for planning and managing:1.product strategy2.pricing strategy3.channel strategy4.integrated branding strategy5.promotional and sales strategy6.global marketing strategy.
 - b. Explaining the concept of a Volatile, Unpredictable, Complex, Ambiguous (VUCA) marketplace and how this affects marketing planning.
 - c. Assess how the concepts of Transparency and Doing Well While Doing Good affect marketing strategy.
7. The student will compose and present a strategic marketing plan by:
 - a. Evaluating a real-life organization's marketing critical success factors and the components required to meet those needs.

- b. Integrating the appropriate marketing components into a strategic marketing plan for a real-life organization.
- c. Developing and presenting a strategic marketing plan for a real-life organization.

Important Dates

Class Dates: 18-AUG-2025 to 10-OCT-2025

Drop Date: 22-AUG-2025

Withdrawal Date: Please reference the Academic Calendar below

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

Required Textbook and Other Resources



Marketing Management - Connect Access

ISBN: 8220128061192

Authors: Greg W. Marshall, Mark W. Johnston

Publisher: McGraw-Hill

Publication Date: 2023-01-01

Edition: 4th

Notes

This textbook is available through the First Day program

First Day Access (Digital Books) Program

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 the Learning Management System (LMS). 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 the LMS 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 to prevent First Day Fees being added to your account.

If you are unsure whether this course participates in the First Day program, please contact your instructor for clarification.

Performance Assessment and Grading

ASSIGNMENTS

This course includes working as a team on a major project that spans Modules 3B through Module 8, culminating a final team presentation. Thirty-five percent of the points

available in this course are based on teamwork. Marketing departments work as a team, and as such, this class includes building team management and participation skills.

It will be the students' responsibility to complete their assignments on time and in an acceptable manner. Students have one week to complete their assignments. For this reason, late assignments will only be accepted after properly documented extreme extenuating circumstances that justify the student not being capable of doing the assignment for a period of one week. The instructor has the discretion to extend or deny a petition for an extension. There are no exemptions to this rule.

The discussions, Final Project, and any other work done in Canvas will be scored and feedback given within one (1) week. All assignments are subject to the College's "Academic Honesty Policy". Please familiarize yourself with it: SPC Academic Honesty. Due to their nature and due dates, the Final Project and Discussion Forums cannot be extended.

Grading Scale

- 90-100 = A
- 80-89 = B
- 70-79 = C
- 60-69 = D
- 0-59 = F

Assignment Weights

- Smart Book and Connect Assignments - 25%
- Simulations - 15%
- Quizzes - 25%
- Team Projects Assignments - 25%
- Final Team Presentation - 10%

- Orientation Video - 5% Bonus Points

Secret Word: **Lemons**

Late Work Policy

In general, late submissions are not permitted and will receive a 10% deduction per day, assignments more than 1 day late will receive a zero.

If you have extenuating circumstances that prevent you from meeting a deadline, completing a project, taking a test, or participating in the class, please contact the instructor. The granting of alternative arrangements for more than 1 day's absence is at the discretion of the Accessibility Services Department which will require an accommodation letter from them. Instructors do not have the authority or expertise to make decisions for which external documentation is required, such as doctor's note or the like. You may reach the Accessibility Services Department at Accessibility.Services@spcollege.edu

Active communication is the key to overcoming any hurdles you may encounter during the term.

IMPORTANT NOTE: Textbook and technical difficulties are not valid excuses for extensions or missed assignments. Insuring access to these items for the duration of the course is the student's responsibility.

Availability of Course Content

FIRST DAY COURSE MATERIALS AVAILABILITY

To access your materials, use the “Barnes and Noble Course Materials” link within your course in the LMS. Simply launch the content within the course for the first time and an account will automatically be created for you on Barnes & Noble College’s Yuzu™ platform. After your initial launch, you can navigate to the link below and select forgot password to access your account. Forgot Password Please note that the charges for the digital materials will be shown on your student account approximately two weeks after the start of classes. 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. If you drop a class within the drop deadline for your course, the refund policy will be the same as the school’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 (Ex. 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, then you must request to be opted out and proof of purchase must be submitted to tharrison@bncollege.com to prevent First Day Fees being assessed to your account.

McGraw Hill Connect with Smart Book technology will be used throughout the course.

Communication Plan

Embarking on the journey of higher education can be transformative, and embracing the habits of successful students is a key component of that transformation.

Habits of Successful Students:

- Proactive and disciplined attendance: punctual attendance, active engagement in class activities.
- Actively seek to catch up on missed materials: acquire notes and assignments promptly.
- Engage in continuous study outside class: deepen understanding through self-study.

- Integrate feedback and seek extra credit opportunities.
- Remain fully involved in the educational process.

Mindset and Strategic Approach:

- Set realistic and specific learning goals for focus and direction.
- Recognize the value in each task to sustain effort.
- Maintain a positive attitude and break tasks into manageable parts.
- Regularly monitor progress and understanding.
- Embrace mistakes as learning opportunities for resilience and genuine interest in the subject.

How to Be a Successful Student

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Course Attendance

THE SECRET WORD IS: “**Lemons**”

Students must engage in the course activities in the first week of class or they will be considered a "No Show" and automatically dropped from the course.

Academic Course attendance at St. Petersburg College is defined around active student participation in a class and aligned to the faculty designated timeline to complete the designated activity within the first week of class. "Active participation by a student in an instructional activity related to the student's course of study that can include, but is not limited to:

- Attending a synchronous class, lecture, recitation, or field or laboratory activity, physically or online, where there is an opportunity for interaction between the instructor and students;
- Submitting an academic assignment;
- Completing an exam, an interactive tutorial, webinar, or computer-assisted instruction;
- Participating in a study group, course orientation, group project, or an online discussion that is assigned by the faculty member of the course; or
- Initiating contact with a faculty member to ask a question about the academic subject studied in the course; and any of the above.

It does not include, for example—

- Logging into an online class or tutorial without any further participation; or

- Participating in academic counseling or advisement.

It is important that students log into their course during the first two weeks of class AND actively participate to ensure they do not get dropped from the class. If you are registered for a blended or F2F section of this course you must attend the class sessions on campus during weeks 1 & 2 to ensure you do not get dropped from the course.

Merely logging into your course, completing the introduction or discussion question during the first two weeks does NOT constitute participation. **ACTIVE PARTICIPATION FOR THIS COURSE WILL BE MEASURED BY SUBMITTING YOUR MAIN WEEKLY ASSIGNMENTS BY SUNDAY NIGHT.**

Instructors will verify that students are in attendance at least once each week during the first two weeks of class. Students classified as “No Show” for both of the first two weeks will be administratively withdrawn.

Immediately following the 60% point of the term, instructors will verify which students are actively participating in class. Students classified as not meeting the criteria for active class participation will be administratively withdrawn with a “WF”. Students will be able to withdraw themselves at any time during the term. However, requests submitted after the 60% deadline will result in a “WF”.

If some event interferes with submitting your course work, notify your instructor before assignments are due. Late assignments will not be accepted if you fail to notify and confirm arrangements with your instructor. Students who register after the session has begun will be responsible for any assignments or material already covered.

The college wide attendance policy is included in the syllabus addendum.

<http://www.spcollege.edu/webcentral/policies.htm>. History has shown a correlation between excessive absences and low grades. Any student absent for over 2 classes for any reason is subject to withdrawal from the course. You are expected to be in class on time and to participate during each class meeting. Leaving before the end of class, break time, etc., constitutes a full class absence.

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

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

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

Privacy

- [Canvas Privacy](#)
- [Microsoft Privacy](#)
- [YouTube Privacy](#)
- [Panopto Privacy](#)
- [Copyleaks Privacy](#)
- [Cengage Privacy](#)
- [McGraw-Hill Privacy](#)
- [Pearson Privacy](#)

SPC Policy: Academic Honesty

St. Petersburg College expects students to be honest in all of their academic work. By enrolling at the College, students agree to adhere to the College's standards of academic honesty and integrity. Failure to comply may result in academic and disciplinary action, up to and including expulsion from the College. As members of the College community, students also have an ethical obligation to report violations of the SPC academic honesty policies they may witness.

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
- Plagiarism
- Bribery
- Misrepresentation
- Conspiracy
- Fabrication
- Collusion
- Duplicate submissions
- Academic misconduct

- Improper Use of Any Electronic Device

Cheating - The improper taking or tendering of any information or material submitted for a course.

Examples of cheating, improper use of electronic devices, and improper online course use include, but are not limited to:

- Using unauthorized materials during a test, such as the course textbook, notebook, formula lists, notes or crib sheets, including information accessed through a calculator or other electronic devices.
- Unauthorized access, modification, use, creation or destruction of calculator-stored or computer-stored data and programs.
- Selling or giving away all or part of the information on an electronic device, which will be used as course work.
- Sharing an electronic device while leaving answers on display or in memory.
- Submitting a duplicate homework or test with only the student's name changed.
- Unauthorized use of an electronic device to search for solutions during an exam.
- Having or providing unauthorized outside help when completing online quizzes or assignments.
- Obtaining access to confidential test materials or questions before quizzes or assignments.

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.

Course Specific Academic Honesty Policy

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.

Generative AI Permitted Under Some Circumstances

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 may only use Generative AI (Artificial Intelligence), including ChatGPT and similar AI tools, when assignment directions specifically state that it is allowed, and these tools must be used with caution. AI is not a replacement for your own thinking and research. AI-generated text or other content must be clearly marked and cited properly. In addition, you are responsible for confirming the veracity of any information or sources produced by artificial intelligence. If you have any questions about this, please reach out to me.

Generative AI Permitted Within Guidelines

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 welcome to use Generative AI (Artificial Intelligence), including ChatGPT and similar AI tools, in your work for this course. However, AI is not a replacement for your own thinking and research. AI-generated text or other content must be clearly marked and cited properly. In addition, you are responsible for confirming the veracity of any information or sources produced by artificial intelligence. If you have any questions about this, please reach out to me.

Copyleaks

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

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](#)

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Code of Conduct

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- 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
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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

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

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

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 or by phone at 727-341-3261. Remember, these resources are here for your support and well-being.

Equal Access

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 eaao_director@spcollege.edu.

Accessibility Statement

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.

Safety and Security

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) 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. A list of sexual offenders or predators registered for classes at SPC is also available.

Titans Care (Student Assistance Program)

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

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

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

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

The St. Petersburg College website at 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

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.