



## Principles of Marketing Syllabus Summer 2024

### Course Information

Course Title: Principles of Marketing

CRN: 30047

Course number with Section: MAR 2011 01

Course Description: This course is designed to acquaint the student with the changing marketing environment and will provide an introduction to basic marketing concepts including the management approach to functions and institutions including analysis of demand, product planning, market segmentation, distribution, retailing, wholesaling, advertising, sales promotion, pricing and market research. Coursework will explore the role marketing plays in society and in business. As an introductory course, students will be exposed to the “language of marketing” which includes terminology and basic concepts.

Course Location: Online

Course Day and Time: Online

Prerequisites: None

Corequisites: None

### Instructor Information

Name: Dr. Geoffrey Vanderpal

Office Location: Online

Office Hours: 12:00 PM EST - 1:00 PM EST

Phone Number: 512-308-6190

Email: [vanderpalg@nfc.edu](mailto:vanderpalg@nfc.edu)

Instructor Response Time for Phone/Email: 24/7

To reach me immediately you can also call or text me at 512-308-6190; please be sure to start any text to me with your Full name; University; and the course even if you have texted me before.

Emails questions should be limited to those regarding course grades or other private matters. General Course Questions should be posted in the appropriate discussion forum on D2L.

The instructor will respond to emails received during the week within 48 hours. The instructor does not hold office hours on the weekend, and therefore, checks emails periodically during

this time. Those received during the weekend may not be responded to until the following Monday. If you do not receive a response within the allotted time, please either send a follow-up email or call the instructor. Please make sure you include the course you are inquiring about in your email to expedite response time. Phone messages will be returned during office hours.

Note: If you do not get a response from your instructor within the time frames specified above, please contact Sharon Brave Heart, [bravehearts@nfc.edu](mailto:bravehearts@nfc.edu)

Response Time for Posting Grades on D2L: Grades will be posted to the D2L gradebook immediately upon completion and submission of assignment. Note: The grade on MindTap is NOT your current grade; see D2L for your current grade to date.

- Projects/written assessments/presentations will be graded within 72 hours of the due date.
- Your current course grade is the Final Grade in the D2L gradebook. It is recommended you check your current course grade weekly.
- To calculate your grade, divide the top number by the bottom number and multiply by 100.

Department Chair: Sharon Brave Heart

Department Chair Email: [bravehearts@nfc.edu](mailto:bravehearts@nfc.edu)

## Required Curriculum/Textbook and Course Materials

Required Textbook: Foundations of Marketing, William M. Pride; O.C. Ferrell, 9<sup>th</sup> edition, Cengage, MindTap. Students who purchase this textbook from an outside source (not the NFC bookstore) must purchase the Digital Platform with MindTap.

**Note:** Your course is included in the Follett Access Program. You will receive an email regarding your textbook from Follett, the NFC bookstore. Through Follett Access, your textbook and materials are less costly, and they are automatically in your D2L course on the first day of class. If you choose to opt out of this program, you will need to follow the process on the email you receive and you will be responsible for purchasing all required materials for this course. If you have any questions regarding this process, please contact support at <https://customersupportcenter.highered.follett.com/hc/en-us>.

Minimum Technological Requirements and Skills: Students must be able to access the Internet and Microsoft Office 365. Microsoft Office 365 is available for free to students (see D2L homepage for details).

Students must meet the following minimum technical requirements:

- ✓ Must be able to perform general computer operations (i.e., turn computer on, use mouse, use keyboard)
- ✓ Must have access to a reliable computer, with reliable High-Speed Internet connection
- ✓ Must have access to Chrome or Mozilla FireFox; browsers must be updated with the latest JAVA setting (Note: D2L and MindTap does not integrate well with Internet Explorer/Microsoft Edge)
- ✓ Computer must be able to run MindTap program (a systems check will be required once you register with Cengage)
- ✓ Must be able to navigate through D2L

- ✓ Must be able to access NFC GoMail
  - ✓ Access to web camera and/or microphone (cell phone cameras are allowed)
- NOTE: YOU MUST BE ABLE TO DEVOTE 5-7 HOURS PER WEEK TO THIS COURSE.*

**NOTE: LACK OF ANY OF THE ABOVE LISTED REQUIREMENTS DOES NOT CONSTITUTE AN EXCUSE FOR LATE, INCORRECT, OR MISSING WORK.**

For textbook questions, please contact [bookstore@nfc.edu](mailto:bookstore@nfc.edu)

## Grading Policy and Assessment Methods

Course Grading/Student Performance Evaluation:

Assignments .....	17% of final grade (1% each)
Case Activities .....	17% of final grade (1% each)
Discussions .....	21% of final grade (3% each)
Exams .....	24% of final grade (6% each)
Project .....	21% of final grade

Mid Term and/or Final Exam Information: In lieu of a mid-term or final exam students will complete and submit an advertising campaign.

## Outcomes/Objectives

Associate in Science Business Administration

1. Students will demonstrate the ability to apply critical thinking in resolving business-related issues.
2. Students will demonstrate the ability to utilize appropriate technologies to retrieve, organize, critically evaluate and/or present information from a variety of sources as applied within the business environment.
3. Students will demonstrate the competency in utilizing the following soft skills within the business environment-leadership, communication, problem-solving work ethic, interpersonal skills and teamwork.
4. Students will demonstrate the ability to appropriately apply underlying business principles within the business environment.

## Course Level Student Learning Outcomes/Goals

1. Students will define the role of marketing in organizations including identifying how marketers create value for a product or service.
2. Students will demonstrate knowledge of basic marketing including identifying and explaining the elements in the marketing mix (price, product, promotion, and place) as part of a marketing plan.
3. Students will use a SWOT analysis to identify and analyze internal and external variables and determine their effect on marketing in an organization.
4. Students will identify target markets and evaluate marketing activities targeted to different types of consumers.
5. Students will differentiate between the basic categories of products and services and will discuss techniques for their promotion and sales to different target markets.

6. Students will discuss the legal and ethical challenges when operating in a global marketplace in the 21st century.

Course Level SLO #	Gen Ed/Program Outcome #	<u>Summative Assessments</u> (A student artifact: A specific assignment that could be submitted as evidence of a General Education or program level competency)
1	A.S., B.A., 1,	Part 1 Exam, Discussion Posting #1
2	A.S., B.A., 1,	Project
3	A.S., B.A., 1,	Part 3 Exam
4	A.S., B.A., 1,	Part 4 Exam
5	A.S., B.A., 1,	Part 5 Exam
6	A.S., B.A., 1,	Part 6 Exam

## Course Content and Schedule

*Students are required to demonstrate college-level writing in all assessments with written components. See <https://owl.english.purdue.edu/owl/resource/683/01/> for college-level writing standards. Student work not adhering to college level writing standards will receive an automatic 10 percent grade reduction.*

*Essay questions: When responding to essay questions on assignments/exams please make sure you:*

1. Answered all questions thoroughly.
2. Used College-Level writing.
3. Used correct grammar/spelling/punctuation

Plagiarism is the use of other's work without proper citation. This includes direct quoting, paraphrasing, and re-phrasing of the work. Self-plagiarism includes using one's own work without proper citation or using work from one class for another class assignment.

Plagiarism is a serious offense. Those who commit plagiarism will be reported for academic dishonesty and will receive a zero on the assignment that has been plagiarized.

### **MindTap Assessment/Activities Descriptions:**

#### **Learning Activities (not graded)**

**Learn it: Concept Check Quiz-** These are found within each chapter of the MindTap learning path and provides students with "Bite-sized" learning opportunities to learn about key concepts and topics in each chapter one section at a time. Students are then asked a set of questions that test their knowledge and understanding of the concepts just learned. This activity encourages students to concentrate on smaller amounts of material at a time and move at their own pace, while building a foundation for the understanding of chapter concepts in a gradual, scaffolded way. **(This learning activity may take between 60-90 minutes, please plan accordingly).**

#### **Graded Assessments (Under "Apply It" for each chapter in the learning path):**

**Chapter Assignments** -These are designed to assess your understanding of key concepts presented in each chapter through multiple choice and drop-down questions. You will be able to enter and exit the assignment. To enter and exit the assignment select "Save & Continue". To submit each question on the assignment, select "Submit Grade It Now". To submit the overall assignment, select "I'm Done, Grade Assignment Now". You will get three attempts at each question. *17% of final grade (1% each)*

**Case Activity**- Found within each chapter in the MindTap learning path, these activities enable students to use their understanding of key concepts from the chapter and apply them to real company scenarios. As students watch the video, they'll be asked a series of questions that draws on their knowledge of learned chapter concepts to then be applied to the scenario presented to them. *17% of final grade (1% each)*

### **D2L Assessments:**

**Discussions** -These discussion boards are designed to engage students in academic conversations based on content learned in the course through written collaboration with peers. Discussions are administered through D2L. Students are required to submit a written post answering questions based on a scenario or information given. Students are also required to post two written peer reviews. *21% of final grade (3% each)*. The following requirements must be met to receive full credit for postings:

- Initial Post-For each chapter covered during the week
- Substantial peer review-Only two are required for the week; you do not have to respond to a peer for each chapter, but it is recommended.
- Meeting the required deadlines for all postings.

**Exam**- Exams are designed to assess your summative understanding of the concepts presented in each section and consist of multiple-choice and essay type questions. These are timed exams; you will have 120 minutes from the start time to complete each exam. Exams must be completed in one session. You may NOT exit and re-enter exams once you begin. Be sure you select a quiet location, with no distractions, and good internet connection to complete the exams. *24% of final grade. (6% each)*

**Project**-A summative assessment of student learning in this course will consist of an advertising campaign project. The project consists of four parts, with a final draft to be submitted during final exam week. The project components should be submitted to the appropriate D2L-Dropbox and will be checked for plagiarism. Detailed instructions can be found on D2L-Content-Project. *21% of your final grade*

MAR 2011 Spring 2023 Tentative Class and Assessment Schedule				
Week	Focus	Assessments (Due by 11:59pm EST)		
			Due Date	
1	May 20-26	Read Chapters 1	Week 1 Discussion Posting-Initial Post	Thursday, May 23, 2024
			Chapters 1 Assignments	Monday, May 27, 2024
			Chapters 1 Case Activities	Monday, May 27, 2024
			Week 1 Discussion Posting-Response to Classmat	Monday, May 27, 2024
2	May 27-June 2	Read Chapters 2-3	Week 2 Discussion Posting-Initial Post	Thursday, May 30, 2024
			Chapters 2-3 Assignments	Monday, June 3, 2024
			Chapters 2-3 Case Activities	Monday, June 3, 2024
			Week 2 Discussion Posting-Response to Classmat	Monday, June 3, 2024
			Project Part 1	Monday, June 3, 2024
3	June 3-9	Read Chapters 4-5	<b>Exam 1 Chapter 1-5</b>	<b>Tuesday, June 4, 2024</b>
			Week 3 Discussion Posting-Initial Post	Thursday, June 6, 2024
			Chapters 4-5 Assignments	Monday, June 10, 2024
			Chapter 4-5 Case Activities	Monday, June 10, 2024
			Week 3 Discussion Posting-Response to Classmat	Monday, June 10, 2024
4	June 10-16	Read chapters 6-8	Week 4 Discussion Posting-Initial Post	Thursday, June 13, 2024
			Chapters 6-8 Assignments	Monday, June 17, 2024
			Chapters 6-8 Case Activites	Monday, June 17, 2024
			Project Part 2	Monday, June 17, 2024
			Week 4 Discussion Posting-Response to Classmat	Monday, June 17, 2024
5	June 17-23	Read chapters 9-10	<b>Exam 2 Chapters 6-10</b>	<b>Tuesday, June 18, 2024</b>
			Week 5 Discussion Posting-Initial Post	Thursday, June 20, 2024
			Chapters 9-10 Assignments	Monday, June 24, 2024
			Chapter 9-10 Case Activities	Monday, June 24, 2024
			Week 5 Discussion Posting-Response to Classmat	Monday, June 24, 2024
6	June 24-30	Read Chapters 11-12	Week 6 Discussion Posting-Initial Post	Thursday, June 27, 2024
			Chapter 11-12 Assignments	Monday, July 1, 2024
			Chapter 11-12 Case Activities	Monday, July 1, 2024
			Week 6 Discussion Posting-Response to Classmat	Monday, July 1, 2024
7	July 1-7	Read Chapters 13-14	<b>Exam 3 Chapters 11-14</b>	<b>Tuesday, July 2, 2024</b>
			Week 7 Discussion Posting	Thursday, July 4, 2024
			Chapter 13-14 Assignments	Monday, July 8, 2024
			Chapter 13-14 Case Activities	Monday, July 8, 2024
			Discussion Posting #3 Response to Classmates	Monday, July 8, 2024
			Project Part 3	Monday, July 8, 2024
8	July 8-15	Read Chapter 15-17	Week 8 Discussion Posting-Initial Post	Thursday, July 11, 2024
			Chapter 15-17 Assignments	Monday, July 15, 2024
			Chapter 15-17 Case Activities	Monday, July 15, 2024
			Week 8 Discussion Posting-Response to Classmat	Monday, July 15, 2024
			Project Part 3	Monday, July 15, 2024
Finals	July 16-17		<b>Exam 4 Chapters 15-17</b>	<b>Wednesday, July 17, 2024</b>
			Final Project Draft	Wednesday, July 17, 2024

Early Alerts: June 11-12

## NFC Course Policy Statements

**Statement for Online Instructors:** At the beginning of the semester, the instructor must report “no show” students for this course. “No show” indicates the student will be removed from the course. In

order to be considered as attending the online course, the student must log in to D2L and complete the attendance quiz (link is provided in the welcome message) by May 21, 2024, 11:59pm EST.

### **WRITTEN ASSESSMENTS**

Students are required to demonstrate college-level writing in all assessments with written components. See <https://owl.english.purdue.edu/owl/resource/683/01/> for college-level writing standards. Student work not adhering to college level writing standards will receive an automatic 10 percent grade reduction.

Plagiarism is the use of other's work without proper citation. This includes direct quoting, paraphrasing, and re-phrasing of the work. Self-plagiarism includes using one's own work without proper citation or using work from one class for another class assignment.

Plagiarism is a serious offense. Those who commit plagiarism will be reported for academic dishonesty and will receive a zero on the assignment that has been plagiarized.

### **NETIQUETTE**

Collaboration is essential to learning in an online environment. To create a collaborative environment that fosters learning, all students are expected to conduct themselves in a professional, respectful and civilized manner in all collaborative learning activities and assessments.

#### **Class Discussions**

Class discussions are designed to engage students in academic conversations with other learners and the instructor based on content learned in the course. To accomplish this, students should:

- Keep course discussions civil and respectful to all fellow learners and instructor, and relevant to topic of discussion.
- Be respectful of differing opinions; you can dissent, but do so respectfully

Any deviation from these standards will be handled as follows:

- Minor infraction-Instructor will contact students privately and recommend corrections to the posting.
- Moderate infraction-instructor will contact students privately, hide student post from view until recommended action is taken.
- Major infractions-instructor will contact students privately, delete students' post, and issue a grade of zero to the student. Instructor will also recommend corrective action for future postings.
  - Note: If the student continues to be inappropriate in discussions they will be disallowed to post and administrative action will be taken.

### **LATE ASSESSMENTS**

This course allows one late assignment submission (for weeks 1-7 only) with no questions asked. This does not include discussion questions or exams. You'll need to request a late extension via e-mail to me either prior to the due date of the assignment or within 7 days after the due date. I'll reply with the final deadline to submit. There is only one free pass opportunity so please be mindful and only use it when necessary.

### **USING GENERATIVE AI**

The use of generative AI tools, such as Google's Bard and ChatGpt are allowed for use as a research tool in this course. Their use should be viewed as any other online research tool being utilized, such as Google, wherein the student gathers information to synthesize into their writings, citing sources used in their writing with in-text citations, as well as in their works cited/references page. Failing to do so is an act of plagiarism, the use of someone else's work or ideas without giving proper credit or attribution. Student's using a Generative AI tool must:

- Disclose the use of any generative AI tools in their assignment submissions.
- Identify any content that was generated by an AI tool and cite it appropriately.
- Paraphrase AI-generated content in their own words, rather than copying it directly.
- Use their own knowledge and understanding of the topic to evaluate and edit the AI-generated content.

Failure to follow these guidelines may result in a plagiarism violation and will be reported to the Department of Academic Affairs.

### **INCOMPLETES**

An Incomplete grade “I” is given only in those rare situations where the course cannot be completed for a valid reason and the student is passing the course. An “I” grade, if granted, must be completed in the next semester of enrollment. An “I” grade cannot be used as a means of avoiding a poor course grade.

### **TECHNOLOGY ISSUES**

If you have a question regarding technology, such as inability to access assigned videos, you should contact the textbook’s technical support team FIRST, at 1-800-354-9706, then contact your instructor. If you have not contacted technical support first, you will be advised to do so when contacting the instructor. D2L issues should be emailed to D2LHelp@nfc.edu.

*Technological issues with your computer, Internet, etc. are NOT an acceptable excuse for submitting work late. There are various resources for those without a computer, such as local libraries and labs on campus. Please make use of these resources to complete assignments in instances where your personal technology is not available to you.*

### **TEXTBOOK ISSUES**

The inability to access your course textbook resources (i.e. MindTap, CengageNow, etc.) due to late entry into the course, inability to purchase materials or purchasing materials late is not an acceptable excuse for submitting late work. Please ensure you are purchasing materials in a timely manner.

## **NFC Information and Policy Statements**

### **Academic Honesty**

NFC is committed to providing a high-quality educational experience to all students, and students are expected to follow appropriate and honest academic practices. This information is available in the Academic Regulations section of the college catalog at [www.nfc.edu](http://www.nfc.edu). All cases of academic dishonesty will be reported to the Office of Academic Affairs.

Instructors use [www.turnitin.com](http://www.turnitin.com) to review papers and projects for improper citation and/or plagiarism by comparing each student’s report against billions of internet pages, a repository of works submitted to Turnitin in the past, and thousands of academic sources. A comparison document called the *Similarity Report* details the areas of a student paper that may have been documented incorrectly or used improperly. **Refer to instructor’s course policy statements for usage details.**

### **Attendance Policy**

Regular and consistent attendance facilitates student success. Absences beyond the equivalent of two weeks of class are considered to be excessive and thus may impact a student’s course grade. Typically, two weeks of class would be described as follows:

- For a three-credit hour class that meets MW or TR: 4 class meetings (2 weeks).



- For a three-credit hour class that meets once a week for three hours: 2 class meetings (2 weeks).

Students are responsible for material covered during their absence. Refer to instructor makeup policy.

**If there is no verifiable participation within the first week of the term, a student will be dropped from the class for non-attendance.** This includes classes delivered in face-to-face, online, or hybrid format. See instructor policy.

### **Textbook Purchases**

All required course materials are listed in the Virtual Bookstore tab on NFC's homepage. Course materials purchased through Follett, NFC's only contracted vendor, can be charged against a student's financial aid account. Course materials may also be purchased from any other source with the understanding that these non-Follett purchases cannot be charged against a student's financial aid account.

### **Used Book Purchases**

Students should check the Follett book list found in the Virtual Bookstore tab on NFC's homepage for correct titles and editions. Note: The ISBN listed in Follett may include both the required text and a required access code. When considering purchasing used books, students should be sure the purchase includes the ACCESS CODE in courses where required. If not, the access code must be purchased separately at an additional cost.

### **Students/Visitors: Where to Park on Campus**

If you have any questions about parking on campus, contact Campus Security at (850) 973-0280. Park in designated parking spaces only. Do not park on the grass or in undesignated areas. Faculty/Staff parking areas are to be used only by full- and part-time employees of the college. Faculty and staff parking spaces are lined in yellow and are clearly marked "STAFF". Students and visitors can park in any spaces that are lined in white. **NOTE: Some visitor parking spaces are lined in yellow with the word "Visitor" in the center. These are for visitors only. Students are not allowed to park in these spaces. Vehicles cannot be parked by backing into the space. Any vehicle that is illegally parked will be towed at the owner's expense. Refer to the college catalog or student handbook for all other parking regulations.**

**Enforcement:** If a vehicle is parked illegally anywhere on campus, it is subject to be towed at the owner's expense (\$85.00+). An illegally parked vehicle will be given a **WARNING on the FIRST OFFENSE**. **There will be no second warning.** Illegally parked vehicles will be **TOWED ON THE SECOND OFFENSE**. Signs will be displayed near parking areas with the name and address of the company to contact if the vehicle is towed.

The company that tows the vehicle is an independent company contracted by North Florida College. The College has no authority to negotiate towing fees and is not in any way responsible for damage or liability to the vehicle or its contents. The company that provides the towing service is:

Jimmie's Firestone  
6025 South SR 53  
Madison, FL 32340  
(850) 973-8546

### **Campus Security**

The administration of NFC works diligently to make the campus as safe as possible. A few of the procedures in place include the use of security officers, the placement of security lights at strategic locations, and the locking of buildings when not in use. Students should always be alert and use normal precautionary measures. Campus crime statistics are documented annually and are available in the

college catalog. Campus security can be contacted at 850-973-0280 from 7:30 a.m. until 11:30 p.m. for assistance while on campus with non-emergency security concerns. All emergency incidents should be reported directly to 911.

### **Library Services**

The Marshall Hamilton Library, located in Building 4 at NFC, is open during the following hours (hours are subject to change):

Fall/Spring Term

Monday – Thursday 8:00 a.m. – 7:00 p.m.

Fridays 8:00 a.m. – 4:30 p.m.

Summer Term

Monday – Thursday 8:00 a.m. – 4:30 p.m.

Resources and staff are available in the library to support student learning in the classroom. Students are encouraged to visit our website and use the online resources. Librarians are on duty to help with questions and research strategies. To gain access to the library's extensive collection of electronic resources such as eBooks and academic databases with full-text articles, students will use the Single Sign-on through the MyNFC portal or Library Website. Students should contact the library at [library@nfc.edu](mailto:library@nfc.edu) or call (850) 973-1624 if they are having login issues. Online library resources are available to students 24 hours a day through the library's website, <https://www.nfc.edu/learning-resources/>. Wireless Internet is also accessible in the library and on the patio after hours. Specific policies and regulations applicable to the library are available in the Library or by visiting the Library's website.

### **Academic Success Center**

The Academic Success Center (ASC) exists to provide all NFC students, regardless of academic proficiency, the help and support necessary to ensure successful completion of studies and programs. Services include one-on-one peer and professional tutoring assistance, online tutoring, organized group study sessions, workshops, study skills training, academic coaching, web resources, and more. The ASC takes pride in working closely with faculty and staff to develop resources and to support the various academic programs offered at NFC.

**Walk-in and by appointment services:** Students may visit the ASC (Bldg. 4) for in-person services or make an appointment to receive in-person or virtual academic support services during the posted hours:

Fall/Spring Term

Monday – Thursday 8:00 a.m. – 5:30 p.m.

Fridays 8:00 a.m. – 4:30 p.m.

Summer Term

Monday – Thursday 8:00 a.m. – 4:30 p.m.

- **Workshops, organized group study sessions, and professional tutoring:** See the ASC calendars and schedules on NFC's website for specific dates, times, and delivery methods. For additional information visit <https://guides.nfc.edu/asc>.

[Tutor.com Online Tutoring](#)

Online tutoring is available to NFC students 24 hours a day, 7 days a week, through Tutor.com. Tutor.com offers 1-to-1 tutoring available on demand in 250+ subjects, 24/7 Anytime, anywhere.

**For more information about accessing the Tutor.com online tutoring service, see the ASC webpage or contact Elizabeth Gonzales at [gonzalese@nfc.edu](mailto:gonzalese@nfc.edu) or (850) 973-1719 and/or Brianna Kinsey at [kinseyb@nfc.edu](mailto:kinseyb@nfc.edu) or (850) 973-9458.**

For **any** additional information regarding services provided by the **Academic Success Center**, please contact any of the following:

- Elizabeth Gonzales, Academic Success Center Coordinator (850) 973-1719 / [gonzalese@nfc.edu](mailto:gonzalese@nfc.edu)
- Brianna Kinsey, Tutor Lab Manager (850) 973-9458 / [kinseyb@nfc.edu](mailto:kinseyb@nfc.edu)

### **Americans with Disabilities Act**

NFC is dedicated to the concept of equal opportunity. Students desiring modifications in class or on campus due to a disability may choose to inform the instructor at the beginning of the semester or contact the Disability Resource Center directly. Accommodation and modifications will be made after the student registers with the Disability Resource Center and provides appropriate documentation of disability. After the documentation is evaluated, the instructor may be involved in providing accommodations to equalize the student's educational experience. Students may call (850) 973-1683 (V) or (850) 973-1611 (TTY) for an appointment or additional information.

### **Technology Access**

All NFC online learning tools are available on the MyNFC portal. To access the portal, students should click the MyNFC link at the top of the NFC website (<http://www.nfc.edu>) or type the following URL into the Internet address bar: <https://my.nfc.edu>. **When accessing the portal for the first time, students should click the "First Time User" link and follow the instructions to set up the account.**

Each NFC student is provided an email account through GoMail. The student's GoMail account is the official email address used by faculty and staff for communication with the student. A student can access his/her GoMail account via the MyNFC portal. Students are expected to check their GoMail accounts regularly.

Desire2Learn (D2L) is the learning management system that houses all online and supplemented face-2-face courses. Students can log in to an online or supplemented course by accessing the MyNFC portal. Students will then see their course(s) listed under the "My Courses" widget on the D2L homepage. Click the name of the course to begin.

### **Student Ombudsman**

The Student Ombudsman provides confidential, informal, and neutral assistance to students seeking to resolve disputes or address issues of importance. The Student Ombudsman does **not** serve as a student *advocate*, but rather serves as a guide to assist students in the navigation of college organizational structure and in understanding of policies and procedures. David Paulk is the current Student Ombudsman. He can be reached at (850) 973-9418 or [paulkd@nfc.edu](mailto:paulkd@nfc.edu).

### **Equal Opportunity Statement**

North Florida College is dedicated to the concept of equal opportunity and access to all programs and activities. In accordance with federal and state laws, and College policy, NFC does not discriminate in any of its policies, procedures, or practices based on race, ethnicity, color, religion, sex, national origin, gender, age, disability, pregnancy, marital status, genetic information or any other characteristic protected by law. Inquiries or complaints regarding equity issues of any nature may be directed to Denise Bell, Equity

Coordinator, 325 NW Turner Davis Drive, Madison, FL 32340, Telephone (850) 973-9481 or email [equity@nfc.edu](mailto:equity@nfc.edu).

### **Student Rights**

As members of the College community, students have certain rights that include the following.

Students have the

- Right to a quality education.
- Right to freedom of expression.
- Right to hold public forums.
- Right to peacefully assemble.
- Right to a fair and impartial hearing.
- Right to participate in Student Government.
- Right to be a member in authorized student organizations.
- Right to appeal College decisions through established grievance procedures.
- Right of personal respect and freedom from humiliation and control.
- Right to make the best use of the student's time and talents and to work toward the goal which brought the student to the College; and
- Right to ask about and recommend improvements in policies that affect the welfare of students.

### **Student Responsibilities**

As members of the College community, students have certain responsibilities that include the following.

Students are

- Expected to assume responsibility for knowing the rules, regulations, and policies of the College.
- Expected to meet the course and graduation requirements of the students' program of study.
- Expected to keep college records current with up-to-date addresses and other information.
- Expected to meet with an academic advisor at least once each term.
- Expected to comply with the College rules, regulations, and policies; and
- Expected to behave in a manner which demonstrates respect for others and self.

### **Student Rights Under the Family Educational Rights and Privacy Act (FERPA)**

FERPA affords students certain rights with respect to their educational records.

1. The right to inspect and review the student's educational records.
2. The right to request the amendment of the student's educational records to ensure that they are not inaccurate, misleading, or otherwise in violation of the student's privacy or other rights.
3. The right to consent to disclosure of personally identifiable information contained in the student's educational records, except to the extent that FERPA authorizes disclosures without consent.
4. The right to file with the U.S. Department of Education a complaint concerning alleged failures by North Florida College to comply with the requirements of FERPA. Please write to U.S. Department of Education, 600 Independence Ave. S.W., Washington, D.C. 20203.
5. The right to obtain a copy of North Florida College's student record policy from the Office of the Registrar, North Florida College, 325 NW Turner Davis Drive, Madison, Florida 32340.

### **Vulnerable Persons Act**

All faculty and staff of North Florida College are required by law to report any type of abuse of minors that they witness or become aware of through written or verbal communication, regardless of the time that has passed since the abuse occurred. Students are advised that any information, written or verbal, communicated in this class, or to the instructor in any way, in regards to any willful act or threatened act that results in any physical, mental, or sexual abuse, injury, or harm that causes or is likely to cause harm to the physical, mental, or emotional health of another to be significantly impaired is subject to disclosure as required per Florida State Statutes.