



Totally MY Time Totally Online!!!

Online Associate in Applied Science degree
Business Marketing and Management Technology

Pearl River Community College
Poplarville ♦ Hattiesburg ♦ Waveland



Welcome to Pearl River Community College

Thank you for considering furthering your education at Pearl River, the oldest two-year institution in the state of Mississippi. Founded in 1909, Pearl River has a rich history and a dedication to enriching the lives of the community and its' students.

By taking the next step and considering the online Business Marketing & Management Technology program, you are positioning yourself for a brighter future. With the knowledge you will gain and the degree you will earn, you will enhance your employment possibilities.

We look forward to having you become a Pearl River Community College Wildcat.

If you have a disability that qualifies under the Americans with Disabilities Act and you require special assistance or accommodations, you should contact the designated coordinator for your campus for information on appropriate guidelines and procedures: Poplarville Campus, Tonia Moody at 601-403-1060 or tmoody@prcc.edu; Forrest County Center, Deborah Hewitt at 601-554-5503 or dhewitt@prcc.edu; Hancock Center, Raymunda Barnes at 228-252-7000 or rbarnes@prcc.edu. Distance Learning Students who require special assistance, accommodations, and/or need for alternate format should contact Tonia Moody at tmoody@prcc.edu.

Pearl River Community College offers equal education and employment opportunities. We do not discriminate on the basis of race, religion, color, sex, age, national origin, veteran status, or disability. Any person needing to request accommodations, special assistance, or alternate format publication, please contact the ADA Coordinator's office at 601-403-1060. PRCC reserves the right to alter or change any statement contained herein without prior notice.

Student Testimonials

“The Business Marketing Program at Pearl River Community College helped make me who I am today. Sales and Marketing Professional award winner for the Pine Belt, Hattiesburg, MS 2011” *Amy Hubbard – 2004 graduate – Owner, PCS Services*



“While attending PRCC’s Business Marketing program, I discovered many new talents about myself. The program allowed me to reveal my true talents such as how to navigate throughout the business world and how to build customer relationships.” *Courtney Porter – 2007 graduate – Recruiter –WIN Job Center, Pearl River County*

“The degree I earned from PRCC in the business department was just what I needed to advance in the work force. It not only opened the door to a great career, but it gave me the tools I needed to be successful!” *Sonja Baker – 2007 graduate – Human Resources, Lake Terrace Convention Center*



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Director's Message



Message from Gwen Smith, Career Technical Director

You are just a click away from changing your life! The waiting is over to go to college. No more excuses! If you are working, no excuses! If you are a stay-at-home mom, no excuses! If you are unemployed, no excuses!

There is not a more easy yet affordable time to earn your two-year Associate's Degree. Pearl River Community College is proud to introduce a completely online degree in Business Marketing. So, you don't have the most advanced computer skills? We have the most skilled and caring instructors that will walk you through it all. This degree is set up so that you can self-pace your course load. This wonderful program is designed to prepare you for a wide range of skills sets. From Legal Business Environment, Advertising and Selling, Accounting Principles, Multi-Media, E-Commerce and International Marketing to Entrepreneurship, you will be prepared to market your own ideas, products or services or be an asset to a company that does.

So what are you waiting for? Get connected. The journey to your degree will not only be interesting, but will connect you with others. You may qualify for Financial Aid or Student Loans. Ask our instructors. They can guide you to your future. Happy Marketing!

Faculty

The Business Marketing and Management faculty providing instruction in the online program has 26 years combined teaching experience. Creativity, personalization and service to the student are what you can expect from this faculty. Each of the instructors is available to help you with deciding what the best choices of classes are for you.



Carol Williams has 20 years of teaching experience in the Business Marketing and Management program. She was among some of the first campus faculty to embrace online instruction. She personalizes her instruction with videos, lecture notes and relative discussion board questions. She holds a Bachelor's degree in Marketing Education and a Master's degree in Education with an emphasis in Marketing both from The University of Southern Mississippi. She has hours toward her Ph.D. from Mississippi State University. Contact Mrs. Williams at cwilliams@prcc.edu or in her office at 601-403-1117.



Delana Harris has five years of teaching experience in the Business Marketing program. She uses creative instruction through case studies and the use of different types of media. She infuses creativity into her classroom experiences. She is a graduate of the Business Marketing and Management program herself. She also holds a Bachelor's degree in Fashion Merchandising from The University of Southern Mississippi. She has hours toward her Master's and is currently enrolled in the graduate program. Contact Mrs. Harris at dharris@prcc.edu or in her office at 601-403-1118.



Candace Harper has one year of teaching experience in the Business Marketing program. She is completing her Master's degree through the use of online instruction therefore she is sensitive to a student's needs. From her work within the business field, she incorporates real-world examples into her teaching. She, too, is a graduate of the Business Marketing and Management program. She holds a Bachelor's degree in Business Administration in Marketing from The University of Southern Mississippi. She is near completion of her Master's of Business Administration from Troy University. Candace also holds a real estate broker's license and owns her own real estate company. Contact Mrs. Harper at charper@prcc.edu or in her office at 601-403-1193.

Curriculum

The Business Marketing and Management curriculum prepares the student to enter the world of work with knowledge in many different areas. A student will receive instruction in twelve different Business Marketing classes along with fifteen courses in general core education. The student receives intensive instruction in the areas of Marketing, Management, Human Resource Management and Entrepreneurship. Knowledge gained from a degree at Pearl River Community College's Business Marketing program can be infused into so many areas. Students completing this degree program have the availability of transferring into the Bachelor of Science of Applied Technology at The University of Southern Mississippi, V3 College with Mississippi University of Women and other schools. Please check with your college's career counseling about transference into other business degrees.

MMT 1113 Principles of Marketing 3 semester credit hours

Study of principles and problems of marketing goods and methods of distribution from producer to consumer. Types, functions and practices of wholesalers and retailers in the American marketing system and efficient techniques in the development and expansion of markets are included. This course is a prerequisite to many courses in the curriculum.

MMT 1123 Marketing Management 3 semester credit hours

This course is a continuation of MMT 1113. It continues information in the Principles course along with the use of case studies, and projects.

MMT 1313 Personal Selling 3 semester credit hours

Basic principles and techniques of salesmanship and their practical application. Topics include basic tenets of psychology as related in the selling field, motivating the customer to buy, closing a sale, how to lose a sale and still keep a good customer, and producing good customer relations and a good selling environment.

MMT 1323 Advertising 3 semester credit hours

The role of advertising and its effectiveness. Consumer and product research, advertising media and strategic planning, and advertising construction.

MMT 1413 Merchandising Math 3 semester credit hours

Study of the mathematical calculations involved in the merchandising process. Fundamental principles and operations in buying, pricing and inventory control.

MMT 2213 Principles of Management 3 semester credit hours

The objective of this course is to present a straightforward, fundamental approach to managing a business firm. The steps in planning, organizing, leading and controlling a business concern are discussed. Emphasis is put on basic managerial decision-making activities with the use of case studies and experiential exercises as primary learning tools.

MMT 2233 Human Resource Management 3 semester credit hours

Objectives, organization and functions of personnel programs. Emphasis is placed on selection and placement, job evaluation, training, education, safety, health, employer-employee relationships and employee services.

MMT 2243 Retail Management 3 semester credit hours

Studying of retailing process including functions performed, principles governing effective operation, and managerial problems resulting from current economic and social trends.

MMT 2313 E-Commerce Marketing 3 semester credit hours

This course introduces the fundamental opportunities and challenges associated with e-commerce activities. Topics include designing the user inter face, Web security, electronic payment systems, promotion and legal issues involved in creating a functioning on-line business.

MMT 2333 Multi-Media Presentations 3 semester credit hours

Design and deliver multimedia marketing presentations through the use of appropriate multimedia software and tools. Topics include marketing design concepts and related marketing communication strategies.

MMT 2513 Entrepreneurship 3 semester credit hours

A course designed to provide the student with an understanding of the opportunities, processes, activities and disadvantages of operating or owning a small business. Analysis of market opportunities and personal management skills are the basic topics of discussion.

MMT 2613 International Marketing 3 semester credit hours

Provide students with an overview and understanding of international marketing. This involves an analysis of world markets, their respective consumers and environments, and the marketing management required to meet the demands of constantly changing foreign markets.

Tentative schedule for degree completion

If a student chooses to work on the degree full-time, the following plan is one that will award the Associate in Applied Science degree within 18 months.

First Semester

MMT 1113 Principles of Marketing
MMT 1313 Personal Selling
MMT 2213 Principles of Management
ENG 1113 English Composition
SPT 1113 Public Speaking

Second Semester

MMT 2233 Human Resource Management
MMT 1323 Advertising
MMT 1123 Marketing Management
PSY 1513 General Psychology *
ACC 1133 Principles of Accounting

Third Semester

MMT 2423 Retail Management
MMT 1413 Merchandising Math
MMT 2333 MultiMedia Presentations***
BAD 2413 Legal Env. Of Business
MAT/Science Elective *
CSC 1113 Computer Concepts

Fourth Semester

MMT 2313 E-Commerce Marketing
MMT 2513 Entrepreneurship
MMT 2613 International Marketing***
Elective **
Elective **
Fine Arts Elective

If time is not imperative to you, you may choose to pace yourself with the classes best suited for you. You might prefer to take a couple of classes per semesters. Coupling a business class along with a general core class is preferred by many. The combination of classes is **totally** up to you as long as you complete the above classes. Instructors strongly suggest MMT 1113 Principles of Marketing be the first course taken since most courses build on information gained within the course.

***Behavioral electives also accepted are any** ECO, GEO, PSY, PSC, OR SOC course

**** An elective is any approved elective by the instructor.** Students have the opportunity to receive six (6) hours of credit for work experience within the field of study. A student would register for MMT 2913 Supervised Work Experience for one semester for 3 semester hours credit and MMT 2923 Supervised Work Experience for an additional semester for 3 hours credit.

*******Courses not currently listed in the catalog. Curriculum is subject to change periodically, substitutions may be considered.

Fine Arts Elective could be Music/Art/Theatre Appreciation (choose one), OR Humanities Any HIS, MFL, OR PHI course OR ENG 2223, 2233, 2323, 2333, 2424, Math/Science Elective. A student working toward this degree may take either College Algebra or a Science course for successful completion of the degree; both are not required.

Sub scores on a student's ACT will determine whether additional instruction is needed in a developmental format in order for the student to successfully complete the curriculum.

How to apply to the program

Step 1: Complete the Online application for Admission to Pearl River Community College. This can be found at www.prcc.edu and by clicking on Prospective Students.

Step 2: Once you have been admitted to the college and received notification, you will need to register for the online classes you have chosen. Please enter www.prcc.edu and click on the tab labeled Extended Education and click on Online classes. This page gives detailed information about registering for your classes.

Step 3: Most instructors require textbooks for use within their classes. You will need to contact the Pearl River Business Office at 601-403-1368 and get a Clearance Slip. You will need to do this if you are using Financial Aid or not. If you are using Financial Aid to pay for your education, you will have to come to campus and go to the bookstore to get your textbook. You will need to take your clearance slip, and a printed copy of your Student Profile showing you are enrolled in an online course. You will need a picture ID with you. If you choose to use the Pearl River bookstore and **pay** (not using financial aid) for your textbooks, you may get the Business Office to fax or e-mail your clearance slip to the bookstore. You may e-mail your student profile also. You may pay for your textbooks by the use of a credit card. If you choose to purchase your textbooks online from an outside source such as Amazon you will find the ISBN for your textbook located on your Student Profile.

Step 4: Each student at Pearl River has a student ID number, a student e-mail, and a password that is randomly assigned. You may contact Mrs. Angela Chadwick in the office of Information Technology to get your information. You can reach her by phone at 601-403-1219 or by e-mail at achadwick@prcc.edu. Your courses will be provided to you through the platform of Blackboard. Blackboard is used country-wide through many colleges and universities. You will log on to your course by entering pearlrivercc.blackboard.com. Once there you will login with your user name and password. Each student at Pearl River is assigned an e-mail address which is how your instructors will communicate with you. Your e-mail address is a combination of your name and the day of your birth; for example if your name is Dan Jones and you were born on the 9th, your e-mail address would be dan.jones.9@student.prcc.edu. Many students have the student e-mails forwarded to their cell phones to keep up with announcements within the course. Your login for Blackboard would be your user name, following our example above. dan.jones.9 (the first portion of your e-mail and then your password). Once you have completed this step the courses you are enrolled in will appear on the right hand side of your screen. You may enter each course by clicking on the name of the course. Within your course you will see tabs to your left such as announcements, test, course content, etc. Familiarize yourself with your course by clicking on each tab. Your instructors will give you instructions through your announcements. For questions you have about maneuvering through Blackboard, you may contact any of the instructors for assistance.

Step 5: Enjoy the learning experience at Pearl River in the Business Marketing and Management technology program.

Tuition and Fees

The tuition and fees accompanied with securing your degree are some of the more affordable in the online format. The following fees are for the 2011 school year. (All fees exclude textbooks)

For a first time student enrolling at Pearl River, the fee for **one** class is as follows:

\$100 per semester hour (most of your classes are 3 hour classes)

\$ 25 registration fee

\$ 25 technology fee

\$ 25 online fee

\$ 15 course fee

\$100 orientation fee (this is a one-time charge-once you have completed it you will not be charged this on subsequent courses)

The total for the one class would be \$490. Once a student has completed the orientation, subsequent classes would be \$390.

If you choose to be a full-time student, you will need to be enrolled in four classes which totals 12 semester hours. For four classes your tuition would be \$1,000.00 plus the fees mentioned above. For example, a student that enrolls in four three semester hour courses would accumulate tuition of \$1,313 (there is a \$3 Wildcat year disc fee not included in part time fees).

If you chose to be full-time for a subsequent semester the tuition would be \$1,213.

Financial Aid Information

You are afforded the same financial aid as an on campus student. You may go to www.prcc.edu and click on the Financial Aid tab. On this page you will find information about Federal financial aid, and MTAG (Mississippi Tuition Assistance Grant) for residents of Mississippi, along with scholarships and other financial aid. WIA (Workers Investment Act) is a type of grant for students completing an Associate in Applied Science degree. Information about this can be secured at local WIN Job centers. It is suggested that you apply for Federal financial aid initially to determine qualification for other types of aid.

Online Learning Advantage

- Flexibility – you are busy so online learning provides you with the flexibility to learn on your own time.
- Accessible – available 24/7, anywhere, anytime.
- Self-paced – if you need to finish in a hurry, take more classes; if time is not a concern take your courses at your own pace
- Easy to use – Blackboard platform learning system is used country-wide to provide easy to use online instruction

Computer Requirements

Each student planning to take an online class should have his or her own personal computer. Your computer should be equipped with *at least* the following:

- Processor: Pentium 4, 2.8 GHz
- Memory (RAM): 512 MB or higher
- Hard Drive: 40 Gigabytes (Gb)
- DVD-ROM Drive
- Sound Card
- Speakers
- Video Card
- Modem: 56 Kbps minimum (highly recommended: cable, DSL, or other high-speed connection)
- Operating System: Windows XP Professional or above
- Web Browser: Internet Explorer, Firefox, or Apple Safari (AOL's browser is incompatible with many of the Blackboard functions; therefore, the use of AOL's browser is not recommended for taking online courses.)

Frequently Asked Questions

- Is there any special software I will need to complete the program?

Your instructors will be providing you with information through the use of Microsoft Office Word, Power Point, or Publisher. You may download software free through a link provided on the Extended Education website.

- How will I know when things are due?

Your instructors will prepare a syllabus for each course which gives you deadlines and grading procedures. Most teachers will keep you updated through Announcements in Blackboard.

- What if I am taking a quiz or test and my computer freezes or shuts down?

You may contact your instructor. He/she has the capability to re-start your test. Once the test is re-started you may complete your assessment.

- How do I know what grades I have in the class?

There is a tab on the left hand side in Blackboard that reads My Grades. You may click on this tab and your grades for all of your work should appear here.

- Will I be required to come to the campus?

No, you are not required to come to campus, however according to rules applying to online instruction, you are required to take at least two (2) proctored exams per course. A proctored exam is where you go to a site and a person at the site administers the test to you. You will need to make an appointment with a proctoring center near you to schedule your exam. Students may choose to come to a Pearl River campus to take the exam. There are three campus/centers – Poplarville, the main campus; Hattiesburg-Forrest County center and Waveland-Hancock County center. Information about proctored exams can be found on the next page.

- How do I sign up for a proctored exam?

It is the student's responsibility to find a proctor at a local community college or university that is willing to proctor for them. After you have found a proctor, the proctor must fill out the Off-Campus Proctor Request form. Here are the steps on how to retrieve this form:

1. Go to pearlrivercc.blackboard.com.
2. In the Student Quick links box, click on the "Off-Campus Proctor Request" form link.
3. The proctor will fax the completed form along with their faculty/staff ID card to 601-403-1009.

The eLearning Coordinator (ELC) will then contact the proctor by email to make the first initial contact with the proctor. The ELC has the right to approve or deny a proctor based on the information that is received by the requested proctor. If the proctor is approved, then the student will make an appointment with the proctor. The proctor will then let the ELC know when the student has made their appointment and the exam information will be emailed to the proctor.

- What if I decide online is not for me?

You have a short time to be enrolled in a course and receive no charge. A specific chart with refund procedures can be found on the Pearl River website.

- Can I take some classes on campus and some classes online?

Whatever is best for you is what we want. If you would like to take some of your classes on one of our campuses, feel free. If you choose to take classes through some other institution we will need to have a transcript from the college/university you took the classes. Once we have the transcript, we can transfer your classes to Pearl River.

- Can I change from the student e-mail to another e-mail to receive notices?

Yes, you may change your e-mail but you must notify Extended Education and your instructor so the correct e-mail is on file. Many students have the Pearl River student e-mail forwarded to their primary e-mail to eliminate confusion of e-mails.

For any other questions, please contact one of your Business Marketing and Management instructors. They will be happy to help you with any other questions or concerns.