

MKT 1920 Marketing Research

Memo From: Shayne Narjes, Instructor
Spring Semester 2017

Welcome to **MKT 1920 - Marketing Research** – it will be my privilege to coordinate your learning activities for this course as your instructor.

Let's cover a few start-up details so your online learning through South Central Online is a rewarding experience. The course begins on January 9, 2017, and it is necessary that you begin participating at that time.

Here are some things I want you to know before we meet online.

Textbook information:

TITLE: *Marketing Research*, 3rd Edition
Author: Alan Shao
Publisher: South-Western
ISBN: 1-592-60288-6
Source: <http://www.southcentralbookstore.com>

Instructor contact information:

Throughout the semester, contact me privately using Desire2Learn's mail feature that will send an e-mail to my South Central College e-mail account (Shayne.Narjes@southcentral.edu). Use this same e-mail address if you need to contact me before the start of the semester. You may also contact me by phone at 507-389-7275 (office). I will try to answer all course e-mail quickly. However, I urge you not to save questions until Friday nights. My office is located in room E-109 on the North Mankato campus.

You need access to a computer to participate in this course. Your computer will need:

- access to a computer with an Internet connection
- current, supported web browser... Newest version of Firefox or Microsoft Internet Explorer 11.0
- check <http://online.southcentral.edu/students/skillsrequirements.html> for complete technology specs

Course access:

You will have Internet access to the course content through Desire2Learn. Set your URL to <https://southcentral.ims.mnscu.edu> to Login and you'll reach the course information. Courses will be available January 9, 2017

Your Desire2Learn login information is based on your **MnSCU StarID**. To activate your StarID account visit <https://starid.mnscu.edu/>.

To access more information about South Central Online, go to <http://online.southcentral.edu/students>.

Again, WELCOME. I'll see you on the Web!