



Welcome to MBA525 Marketing Foundations!

I am Dr. Allen Ropiecki and will be your guide for the next 8 weeks of this course. I believe that everything has now been updated so upon receipt of this welcome message you are free to begin to post any work. From now on you should use the e-mail capability within the course to contact either Maria Arellano or myself and only use our external e-mail address in cases of emergency. We will try to respond to you within 24 hours whenever possible.

Your assignments should be submitted to me and your e-mailed assignments or questions or problems or day-to-day communications should also be directed to me as well. I do require you to specifically do certain library research in this course. It will be essential to probably use the library and/or other Internet sources for preparing your reports and possibly for resource material for your marketing plan assignment. Access the Marist library online and be prepared to enter a Marist student ID and password, which is different from your online course ID and password. If you are a new student or do not already have a password, you can call the Help Desk at (845) 575-HELP and ask to get one assigned.

Once the course formally begins, I encourage you to change your password if you have not already done so.

I have setup a separate topic area called "Student Lounge". This is intended for members of the entire class to have the opportunity for threaded discussions about anything not related to the specific course assignments. This can be social in nature, career related, or whatever. Use it if you want to. The purpose is to keep the primary topic discussion areas focused on the course material specifically and for the Student Lounge to be used for socializing and other non-course related activities.

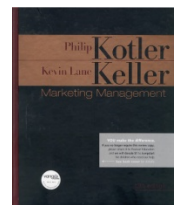
As you will soon see when you log into the conference room all of the posting are in order of their occurrence as the course progresses. For ease of entry and working with the messages, I find it best to ALWAYS select an appropriate topic area first. Then only the relevant messages will be reflected on the screen.

Also, remember, when submitting your answer to a discussion question in the conference room ALWAYS open the initial discussion question from the instructor first and "reply" to that. These are required by everyone to respond to. If you are asking a question or extending a comment made by someone else in the thread open his or her message first and then "reply" to that. This will keep the continuation of comments in order.

For those of you new to the online MBA, when you want to compose e-mails to your instructor or others in the class, you can get their call e-mail address by depressing the appropriate button under the e-mail option. Then you can select one or more recipients.

I will also use the course calendar to help remind you of key dates throughout the course. I should hopefully have that started by the time the class starts. Also, for new students remember that you can be used to print out any material on the screen such as the lecture material.

The textbook we will be using is Marketing Management by Kotler/ Keller 13th edition, 2009 Pearson/ Prentice Hall publishers.



Well, that is it for now. Most will be explained in the course site. Since there may be a number of new students in this class I hope some of the old pros will help the new students along wherever possible and assure them that within a week or so they will be old pros too.

Please do not hesitate to contact me with you questions and/or concerns. My Cell phone is 603-831-2590. Call when it is important but most of our contact will be done via emails/ discussions within our course site.

Again, welcome to Marketing Foundations. I both hope it will be an enjoyable and rewarding experience.

Dr. R.

Important Dates: 5/19/08 Summer Semester Begins. First day of on-line classes
7/11/08 Last day of eight-week on-line classes