Welcome!

This is a very strange time for all of us. We know this is a challenging time to be a new student in our Holland College family. We want to ensure you that we have been working very hard to prepare for the upcoming semester and we know that we will be ready to greet you to class in September. We will deliver the same courses, but in a little different way. You have made the right decision.

This program has a long and successful history with Holland College. We have an excellent rate of employment for graduates and they are in demand. We are pleased that you have chosen Marketing and Advertising Management for your program of study, and we would like to take this opportunity to provide you with information on the Tourism and Culinary Center campus and the Marketing and Advertising program.

We would like to review a few important dates and course information before you get started.

Currently, the Chief Public Health Office has indicated that anyone entering Prince Edward Island must self-isolate for 14 days. Currently, out of province students must apply for travel approval from the province and will need to provide proof of enrollment at Holland College along with proof of accommodation for entry into P.E.I. If the current directive of self-isolation from the Chief Public Office changes between now and September 1st, students will be advised of such changes by Holland College.

<u>Instructor Contact Information</u>:

Karen Scales   Kathie Coffin Sulis

kscales@hollandcollege.com   kcoffin@hollandcollege.com

Important Dates:

- o August 29 – International student orientation
- o September 1 – First day of classes
- o December 11 – Last day of class before Christmas break
- o January 6 –First day of class for second semester
- o February 22-26 – Winter Break
- o April 23 – Last day of classes

Location:

*First semester courses will be delivered online

When traditional classes resume:

Tourism and Culinary Centre
4 Sydney Street
Charlottetown PE C1A 1E9

Classes:

First semester courses will be delivered on line. Please refer to specific courses to determine possible virtual meeting times.

When traditional classes resume.
Classes are 50 minutes and are scheduled between 9:00am and 3pm.

Textbooks:

Please note: For some textbooks there is an option to buy a hard copy or an E-text

1st Year, 1st Semester

Marketing, the Core EBook Plus Connect, 5th edition by Kerin, Hartley, Rudelius, Bonifacio, Bureau (McGraw) ISBN 9781259269271

English Brushup, 6th ed. By John Langan, Janet Goldstein (McGraw) ISBN 9780073513607

English Brushup E-Text, 6th ed. By John Langan, Janet Goldstein (McGraw) ISBN 9780077776347 (available through Vital Source Canada)

Impact: A Guide to Business Communication MyB Comm Lab with Pearson etext, 9th by Margot Northly, Jana Segits (Pearson) ISBN 978-0-13-4642987

Integrated Marketing Communications – Strategic Planning Perspectives E-Text, 5th ed by Keith Tuckwell (Pearson) ISBN 9780134594163

Illustrated Collection, Microsoft 365 & Office 2019 Mindtap Access Code (Nelson) ISBN 0357110673

Key Accounting Principles, Volume 1, V 5 0 Textbook by AME Learning Inc. ISBN 978-1-989003-49-7

Key Accounting Principles, Volume 1, Workbook by AME Learning Inc. 978-1-989003-50-3

Orientation:

Holland College has an excellent orientation to help prepare you for your educational journey. All of the college's policies and procedures, and all the program-related information will be explained during the college's orientation in the next few months.

We look forward to getting to know you virtually in September!

Karen Scales, Instructor   Kathie Coffin Sulis, Instructor
kscales@hollandcollege.com   kcoffin@hollandcollege.com

Student Hardware and Software Needs for Blended and Distance Learning (Current as of May 2020)
Requirements:
Note: These are general requirements for students to participate in blended and distance courses. Some programs may have higher or different requirements and prospective students should consult their program information.

1. A desktop or laptop computer. Either a Windows-based PC with Windows 10 or a Mac with macOS Catalina 10.15 or higher. Processor: Intel i3 minimum with i5 or higher recommended. RAM: 4 Gb minimum with 8Gb or higher recommended. Storage: 10 Gb storage minimum with SSD disk recommended. Regarding storage – some programs may have higher storage requirements.
2. Speakers/headphones/earbuds with microphone for listening to audio or videos presented in courses. Note: your laptop may have a built-in microphone and speakers, but we recommend an external set for best quality of experience during synchronous activities.
3. A built-in or external webcam for interacting in course activities that require video feedback from students.
4. Google Chrome is the only browser that SAM (the College's LMS) completely supports.
5. Microsoft Office 365. Students have free access to install the suite on their computers, tablets or other mobile devices. A browser-based version is available.
6. Adobe Reader DC.
7. An Internet connection with a minimum download speed of 10Mb/s and an upload speed of 1Mb/s is recommended. A wired connection to your home router is typically preferable to a wireless connection as it provides better stability and performance.
8. Tablets, smart phones, and Chromebooks may allow you to access some course content but have limited functionality and are not recommended.

Internet Connectivity
To test your internet speed, go to https://www.speedtest.net/ and click the "go" button. A test will take place that measures the speed at which you can upload or download data from the internet from your current location. It is normal for the upload speed to be much lower than the download speed. If necessary, consider asking others in your household to limit their use of devices/internet when you are involved in a 'virtual' class session.

The router in your house might send out more than one signal. Many routers broadcast a 2.4Ghz and a 5Ghz signal simultaneously. Connecting to the 5Ghz band is best. If you have an ethernet cable and your computer is situated near your router or modem, you might be able to use a wired connection instead of Wi-Fi for the best connectivity. For more information or help with this, email sam@hollandcollege.com.