

hybrid and online courses

FALL 2011 ONLINE COURSES

Undergraduate Credit Courses:

Intro. to Arts Management*	7
Marketing the Arts*	7

*also available on a noncredit basis

Noncredit Courses/Programs:

Nonprofit Management Certificate	16
Social Media Marketing: Using the Tools of the Trade	17
Integrative Nutrition Certificate	21
Teaching Artists Certificate	23
The New York Times Knowledge Network	25

FALL 2011 HYBRID COURSES

Undergraduate Credit Courses:

The Internet and Business*	7
Social Psychological Theory Applied Through Film	9

*also available on a noncredit basis

Noncredit Courses/Programs:

Social Media Marketing: Strategies and Tactics	17
Micromarketing: Short But Tweet	17
Search Engine Marketing	17

THE DIFFERENCE BETWEEN HYBRID AND ONLINE COURSES

- **Hybrid courses** are taught partially on campus (in person) and partially online. The hybrid credit courses meet 40% on campus and 60% online. Hybrid courses in the noncredit Social Media Marketing Program have varying times allotted to in-class and online learning (see course descriptions).
- **Online courses** are offered entirely over the Internet. This format allows the flexibility to work at one's convenience toward specified deadlines. Most courses use **Moodle**, the College's learning management system.
- **Online noncredit courses delivered by partner organizations:**
The following programs offer online noncredit courses delivered by partner organizations. Students register directly through the partner organizations. *These courses do not use Moodle, the College's learning management system.*
 - Integrative Nutrition
 - Nonprofit Management
 - The New York Times Knowledge Network

- **The content and expectations** in both hybrid and online courses are the same as traditional on-campus courses. In credit courses, the amount of work required in both hybrid and online courses is equivalent to 4 credits earned.

COMPUTER REQUIREMENTS

Students should have reliable access to a computer and the Internet, and should be able to easily view standard media files (i.e., PDFs, images, audio, and video) using up-to-date versions of programs. Students are required to log-in with the user name and password for their Purchase e-mail account to access courses.

Courses require basic computer skills, including basic Windows, Microsoft Office (including Word, Excel, and PowerPoint), saving files, cutting, copying, saving, sending/receiving, and uploading/downloading files.

WHAT IS EXPECTED OF STUDENTS?

Coursework includes readings, writing, posting on discussion boards, responding to peers' postings, and working in groups and on other assignments and activities. This requires good time-management skills and the ability to work independently. Interaction with the instructor and other students occurs frequently. **To ensure your success in credit courses**, we strongly advise that you have at least a **2.0 (C) GPA** and enroll for no more than 12 credits during one academic semester.

You are expected to:

- *For fall and spring credit courses:*
Have a minimum of 15 hours per week to dedicate per online course
- Submit assignments by specified deadlines in the format requested
- Actively participate in discussions

- Understand that online courses are just as rigorous as face-to-face courses
- Obey the Purchase College academic integrity policy
- Keep in frequent contact
- Manage your time effectively
- Ask questions if you do not understand
- Be prepared to work independently
- Be familiar with your computer
- Adhere to requirements and deadlines outlined in the course syllabus

To decide if you are a good candidate for hybrid and online courses, we have developed a set of skill areas and questions—available at www.purchase.edu/online—to help you assess your readiness for online learning.



VIEW A MOODLE DEMO!

Moodle—the learning management system used by Purchase College—is a flexible, open-source application, developed by colleges and universities around the world to support student learning.

- Go to www.purchase.edu/student_tutorial and review the Moodle tutorial, designed to help you become familiar with how to use Moodle. Click the “Login as a guest” button when prompted for log-in.

FOR MORE INFORMATION: WWW.PURCHASE.EDU/ONLINE

- Visit our site for more helpful information, including:
- **Preparing for the First Class After You Register**
 - **About the Instructors**
 - **Netiquette Guidelines**
 - **Technical Questions/CTS Helpdesk**

Save the Dates! Winter Session 2012

Three-week online intensive courses: January 2–20, 2012

For information, visit www.purchase.edu/winter