

20595

ADOPTED
BOARD OF TRUSTEES OF
COMMUNITY COLLEGE DISTRICT NO. 508

MAY 8 - 1998

BOARD OF TRUSTEES OF COMMUNITY COLLEGE DISTRICT NO. 508
County of Cook and State of Illinois

COUNTY OF COOK
AND STATE OF ILLINOIS

TELECOURSE LICENSE AGREEMENTS
COAST COMMUNITY COLLEGE AND
DALLAS COUNTY COMMUNITY COLLEGE DISTRICTS,
WYCC-TV CHANNEL 20
CITY COLLEGES OF CHICAGO

THE CHANCELLOR

REPORTS

that the Board of Trustees has authorized renewal agreements with Coast Community and Dallas County Districts for the lease of telecourses for broadcast on WYCC-TV; and

that Agreements have been negotiated with Coast and Dallas to broadcast rights for the following telecourses for 1998 to use in learning centers at the fees listed plus student enrollment fees of \$20.00 per semester:

- > \$750 for Marketing Revised (Coast)
- > \$3,000 for Principles of Accounting (Dallas)

RECOMMENDS

that the Board of Trustees approves Agreements with Coast Community College and Dallas County Community College Districts stating the terms and conditions whereby the City Colleges of Chicago may be granted telecourse licenses for open air broadcast and use in learning centers at a total cost of \$3,750 plus an enrollment fee of \$20 per student; and authorizes the Chairman and Secretary to execute the Agreements on behalf of the Board.

Respectfully submitted,

Wayne D. Watson
Chancellor

May 8, 1998

SUPPLEMENT TO MASTER TELECOURSE LICENSE AGREEMENT

TELECOURSE: MARKETING - REVISED

TCO #8385

TERM: 01/01/98 - 12/31/98

This Supplemental Agreement is between Coast Community College District, a Public Educational Agency, 1370 Avenue, Costa Mesa, California 92626 ("CCCD"), and CITY COLLEGES OF CHICAGO/WYCC-TV, c/o WYCC-TV, 7500 South Pulaski Road, Chicago, Illinois 60652 ("Licensee"), and is effective upon the date of its execution by the Chancellor or Vice Chancellor, Administrative Services, of Coast Community College District. This Agreement is supplementary to and a part of the Master Telecourse License Agreement between these parties, dated March 17, 1993.

- 1. SUBJECT TELECOURSE: The subject of this Supplemental Agreement shall be the Telecourse MARKETING - REVISED, consisting of the video programs and print components listed on Schedule A, attached hereto and considered a part hereof.
- 2. TERM OF LICENSE: January 1, 1998 - December 31, 1998
- 3. RIGHTS GRANTED: CCCD hereby grants to Licensee the following rights, as defined in the Master License and subject to the restrictions in Paragraph 4 below: broadcast, cable, non-broadcast, duplication, and library.
- 4. RESTRICTIONS ON LICENSE GRANTED: In addition to the restrictions specified in Paragraph 5 of the Master License, the following specific restrictions shall apply to the grant of license of the Telecourse: none.
- 5. PAYMENT: In consideration of the rights granted by CCCD, Licensee shall pay to CCCD the following: LICENSE FEE: \$750.00; STUDENT ROYALTY: \$20.00 per enrolled student each and every time Telecourse is offered by Licensee.
- 6. PAYMENT SCHEDULE: To be invoiced February '98 for license fee; February'98 for Spring '98, July '98 for Summer '98, and October '98 for Fall '98 for student royalty fee.
- 7. SPECIAL CONDITIONS: The following special conditions apply to this Supplemental Agreement only, and shall not be construed to conflict with the terms of the Master License, which shall control: None.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the day and year specified below.

COAST COMMUNITY COLLEGE DISTRICT

CITY COLLEGES OF CHICAGO/WYCC-TV

By Gene Farrell

By Ronald J. Gidwitz

Name Gene Farrell

Name RONALD J. GIDWITZ

Title Vice Chancellor Administrative Services

Title CHAIRMAN OF THE BOARD

Date MAR 19 1998

Date MAY 8 - 1998

Approved by:
COAST COMMUNITY COLLEGE DISTRICT
BOARD OF TRUSTEES 3/18/98
Submitted to the Board of Trustees
by GF/bk

Patricia A. Buck
ASSISTANT BOARD SECRETARY

APPROVED AS TO LEGAL FORM
John A. Musumeci
GENERAL COUNSEL

20595

SCHEDULE A

Components

Text: Contemporary Marketing Wired, 9th ed., Louis E. Boone and David L. Kurtz,
The Dryden Press
ISBN # 0-03-024214-2

Study Guide: Study Guide for the Telecourse MARKETING, 6th ed., David P. Stone and
Valerie Lynch Lee,
The Dryden Press
ISBN # 0-03-019029-0

Video Programs:

- 15-101 "The Mouse That Roared" A Marketing Overview
- 15-102 "The Road to Success" A Case Study in Market Decisions
- 15-103 "A Hunger for Pesos/A Yen for Dollars" A Case Study in International Marketing
- 15-104 "Great Expectations" A Case Study in Marketing and Forecasting
- 15-105 "Prophecy" A Case Study in Market Research"
- 15-106 "Driving Passions" A Case Study in Consumer Behavior
- 15-107 "Breaking through the Clutter" A Case Study in Consumer Behavior
- 15-108 "Skyfox" A Case Study in Industrial Markets
- 15-109 "Gold in the Hills" A Case Study in Market Segmentation
- 15-110 "All the Right Moves" A Case Study in Product Strategy
- 15-111 "Coming of Age" A Case Study in New Products/Brands
- 15-112 "Testing the Waters" A Case Study in Service Strategy
- 15-113 "What Makes Amos Famous?" A Case Study in Channel Strategy
- 15-114 "The Fresh Connection" A Case Study in Wholesaling
- 15-115 "Because It's There" A Case Study in Retailing
- 15-116 "Jewels, Jeans, and Jogging Shoes" A Case Study in Retailing
- 15-117 "Deliverance" A Case Study in Physical Distribution
- 15-118 "Polishing the Apple" A Case Study in Promotion
- 15-119 "The Fastest Game in Town" A Case Study in Advertising
- 15-120 "Off and Running" A Case Study in Sales Promotion
- 15-121 "Just Another Oil Company?" A Case Study in Public Relations
- 15-122 "Tis the Seasoning" A Case Study in Selling
- 15-123 "Leader of the Pack" A Case Study in Pricing
- 15-124 "What the Market Will Bear" Great Moments in Pricing
- 15-125 "The Green Machine" A Case Study in Non-Profit Marketing
- 15-126 "Movers and Shakers" The Art and Science of Marketing