

**Nashville State Community College
Business, Management & Hospitality Division
Business Program**

2019-2020 Master Course Syllabus

BUSN 2380 – Principles of Marketing

Course Information:

Course Title: Principles of Marketing

Credits: 3

Class Hours: 3

Course Description:

Presents the practices and basic principles of marketing from origin to the ultimate consumer. Topics include the marketing mix, buyer behavior, organization and planning, channels of distribution, and promotion. **Prerequisite(s):** [Level 2 placement in English and Reading](#).

Instructor Information:

Name:

Email:

Office Phone:

Office Location:

Office Hours:

Required Textbook(s) & Other Materials:

Textbook(s): Armstrong | *Marketing: An Introduction Custom Package for Nashville State Community College*, 1/e | V-019, PRSCS.

ISBN: 9781323462454

Access Code: The code for MyLab Marketing comes with the above textbook. An electronic copy of the book, the eText, is included in MyLab. You have the option of purchasing the code online directly from Pearson. This can be done from inside the NS Online course shell. Pearson will give you access to MyLab for a limited period of time before requiring an access code.

(This custom textbook is based on: *Marketing: An Introduction*, Armstrong & Kotler, 13e, 2017, Pearson.)

Reference Materials:**Supplies:**

Once enrolled, all students should verify that they have the correct textbook and materials information by consulting the D2L/NS Online shell for the course. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center at 615-353-3721, 615-353-3741, or accesscenter@nsc.edu.

Course Outcomes:

Upon successful completion of this course, students should be able to:

- Explain the basic principles of marketing and the marketing process including customer value and engagement, the marketing mix, marketing strategy, the marketing environment, marketing research, and marketing ethics and social responsibility.
- Demonstrate knowledge of consumer, business, and global marketing.
- Illustrate how to target the marketplace using segmentation, targeting, positioning.
- Describe how to create value using product strategy.
- Explain how to capture value with pricing strategy.
- Show how to deliver value utilizing distribution strategy.
- Demonstrate knowledge of the ways of communicating value with promotion strategy.

Course Competencies:

The following are detailed course competencies intended to support the course outcomes:

- Students will demonstrate knowledge of marketing's role in organizations and its importance and how marketers create value for products.
- Students will show an understanding of the strategic marketing planning process and growth strategies for developing customer value.
- Students will demonstrate knowledge of the elements of the marketing environment and how they affect marketing strategy.
- Students will show knowledge of the effective use of marketing research to create enhanced value for customers.
- Students will show a comprehension of the nature of consumer and business markets and effective marketing principles for each.
- Students will demonstrate a comprehension of market segmentation, targeting, and positioning for competitive advantage.
- Students will demonstrate an understanding of product strategy, including product lines, assortment, branding, packaging and labeling, new products, adoption, the product life cycle, and services.
- Students will demonstrate knowledge of price strategy including pricing objectives; how demand, costs, and the competition affect pricing; macro influences; and the legal and ethical aspects of pricing.
- Students will show a comprehension of place or distribution strategy, including supply chain management and retailing and wholesaling.
- Students will demonstrate knowledge of promotion strategy, including integrated marketing communications, advertising, personal selling, sales promotions, direct marketing, public relations, and online and social media marketing.

- Students will demonstrate an understanding of global marketing.
- Students will demonstrate a comprehension of the scope and issues associated with making ethical marketing decisions and how to integrate ethics into marketing strategy.

The following are general education competencies intended to support the course outcomes:

- Apply mathematical concepts to problems and situations.
- Use critical thinking skills.

Topics to Be Covered:

- Creating Customer Value and Engagement
- Company and Marketing Strategy
- The Marketing Environment
- Acquiring Marketing Information
- Consumer and Business Buying Behavior
- Segmentation, Targeting, Differentiation, and Positioning
- Products, Services, and Brands
- Developing New Products and Managing the Product Life Cycle
- Pricing
- Marketing Channels
- Retailing and Wholesaling
- Advertising and Public Relations
- Personal Selling and Sales Promotion
- Direct, Online, Social Media, and Mobile Marketing
- Global Marketing
- Social Responsibility and Ethics

Course Assessments:

The following performance assessments will be used to demonstrate students’ understanding, knowledge, and skills:

Assignment/Assessment	Points
Homework	
Class Participation	
Tests & Exams	
Term Assignment	
TOTAL	

Grading Policy:

Late Work Policy & Make-up Procedures for Missed Assignments and Work:

Attendance Policy

Students are expected to attend all scheduled classes and laboratories. Absences in a course may affect a student's final grade. The student is responsible for all assigned work in the course regardless of excused or unexcused absences. Tardiness may also affect a student's final grade.

In online courses, attendance is signaled by logging on to the D2L/NS Online shell, participating as prompted (e.g., responding to an instructor's email, posting to a discussion board) and/or completing and submitting assignments. Campus closures do not affect attendance and assignment completion in online courses.

Attendance as defined in this syllabus will affect the final grade according to the FA and FN policy described below.

Grading Scale:

Letter Grade	Points Range
A	900-1000
B	800-899
C	700-799
D	600-699
F	0-599

FA

According to NSCC policy, an FA is awarded to students who do not officially withdraw from a course and do not attend after the cut-off date provided in the academic calendar. Please refer to the current academic calendar available on the Nashville State web site, looking for the date that indicates it is the "Last Day to Earn F for Attendance (FA)." Students who stop attending on or before this date receive an FA; students who stop attending after this date receive an F.

For online courses, attendance is defined by submission of assignments. Students who fail a course and whose last assignment is submitted on or before the FA date will earn an FA for the course. Students who fail a course and whose last assignment is submitted after the FA date will earn an F for the course. An FN is assigned to students who do not submit any assignments.

FN

An FN is awarded to students who never attended class.

Technology Statement

Nashville State's classes are considered to be web-enhanced. Faculty have an expectation that students will use a computer and the Internet to complete assignments, engage in online discussions, and access various course materials through D2L/NS Online course shells. Computers are available for student use at each campus during campus open hours.

D2L/NS Online and myNSCC

It is students' responsibility to check D2L/NS Online course shells for all enrolled courses and myNSCC, including student email, on a regular basis. These are the official communication channels between the college and students, who are responsible for the information communicated through those channels. D2L/NS Online contains specific course information and myNSCC contains information important for other purposes.

ADA Compliance Statement

Nashville State complies with the Americans with Disabilities Act (ADA). If you require accommodations for any courses in which you are enrolled, contact the Access Center at 615.353.3741 or 615.353.3721, or e-mail accesscenter@nsc.edu. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center.

Classroom Misconduct

Nashville State Community College has a zero-tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary measures. Please review the [Nashville State Student Code of Conduct policy](#). Please be aware that children are not allowed in class or to be left unattended on campus.

Academic Misconduct

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. Students are responsible for understanding and abiding by the [Academic Misconduct Policy](#) in the Nashville State Student Code of Conduct. In addition to other possible disciplinary measures that may be applied through regular college procedures as a result of academic dishonesty, the instructor has the authority to assign an "F" or a "zero" for the exercise, paper, or examination, or to assign an "F" for the course. Students may appeal through the appropriate college grade appeal procedures.

Academic Early Alert System

Nashville State Community College uses an Early Alert System to let students know of a faculty member's concern in one or more of these academic areas: lack of attendance, lack of classroom participation, late or missing assignments, and/or poor performance on assignments/tests. *Please note that Early Alerts do not affect a student's academic standing. If you receive an Early Alert email, please see your instructor and your academic advisor as soon as possible.

RAVE Emergency Alert System

Emergency events can happen at any time and Nashville State Community College wants to be able to notify students if and when they occur. For this reason, all students have been enrolled in the free RAVE alert system. If you have not already done so, please log in at <https://www.getrave.com/login/nsc> to confirm and update your contact information and notification preferences. It is critical that your information be correct so that you will receive any emergency notifications. Your RAVE Username is your NSCC email address. If you've never received an email from RAVE with your password, or if you need to reset your password, select "Forgot your password?" and a new password will be emailed to you. Should the RAVE system indicate "user not found", select Register and create your own RAVE account.

Inclement Weather & Campus Closings

Nashville State will use the RAVE alert system to send a text message to students, staff, and faculty about adjusted hours of operation and/or closings at individual campuses. All students should check the Nashville State web site home page at www.nsc.edu for announcements on campus closures, which may vary from campus to campus. Campus closures will also be announced on local television stations. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

Even when campuses are closed, students are still responsible for completing all assigned work. When classes are cancelled, faculty will post online assignments and any additional instructions in the D2L/NS Online course shell. Check D2L/NS Online for a message from your instructor regarding your online assignment requirements. Faculty have discretion over adjusting deadlines or due date for assignments, but students are responsible for completing all assigned work by the due date established by the instructor.

Class Cancellation Policy

If the class is cancelled, the instructor will notify all students by posting in the D2L/NS Online course, e-mailing through D2L/NS Online, and/or by posting a sign on the classroom door. In the event of class cancellation, students must access D2L/NS Online to complete classwork and the assignment that will be posted in the course D2L site.