COURSE NAME: MKT 2220 - Marketing (Web)

CREDIT HOURS: 3   ONGROUND HOURS: 0   ONLINE HOURS: 3

INSTRUCTOR: David Gerth   OFFICE PHONE: (615) 353-3423

E-MAIL: david.gerth@nscc.edu   GOOGLE VOICE: (615) 852-7102

OFFICE NUMBER: C-232G

OFFICE HOURS:
See times posted in Contact & Help Information in the Content area of the course under “Getting Started” and on my office door.

COURSE DESCRIPTION:
A study which presents information concerning 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.

PREREQUISITES:
The prerequisites for this course are DSPR 0800, Developmental Reading, and DSPW 0700, Basic Writing, or equivalent skills. If you have not met these prerequisites, please contact your instructor within the first week of the semester.

COURSE EXPLANATION:
A brief explanation of the course is found at:

ww2.nscc.edu/gerth_d/MKT2220760/explanation.htm

COURSE-LEVEL LEARNING OBJECTIVES:
1. Students will demonstrate knowledge of marketing’s role in organizations and its importance and how marketers create value for products.
2. Students will show an understanding of the strategic marketing planning process and growth strategies for developing customer value.
3. Students will demonstrate a comprehension of the scope and issues associated with making ethical marketing decisions and how to integrate ethics into marketing strategy.
4. Students will demonstrate a knowledge of the elements of the marketing environment and how they affect marketing strategy.
5. Students will show a comprehension of the nature of consumer and business markets and effective marketing principles for each.
6. Students will demonstrate an understanding of global marketing.
7. Students will demonstrate a comprehension of market segmentation, targeting, and positioning for competitive advantage.
8. Students will show knowledge of the effective use of marketing research and information systems to create enhanced value for customers.
9. 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.

10. 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.

11. Students will show a comprehension of place or distribution strategy, including supply chain management and retailing.

12. Students will demonstrate knowledge of promotion strategy, including integrated marketing communications, advertising, personal selling and sales management, sales promotions, direct marketing, and public relations.

UNIT-LEVEL LEARNING OBJECTIVES:
Unit-level learning objectives are found at the beginning of each unit in the Content area of the course management system.

REQUIRED TEXTBOOK:

Companion Website: [www.mhhe.com/GrewalM2e](http://www.mhhe.com/GrewalM2e)

COURSE COMMUNICATION:
Desire2Learn (D2L), also known as NS Online, the course management software program we will use this semester, has an internal email function. The instructor and class members should primarily utilize D2L Email when communicating with one another in this course. Make sure you check your D2L Email everyday. As an alternative, you can set D2L Email to forward your incoming messages to your regular Internet email account. This could make it more convenient for you to know when you have received course email. To do this, first go to your My Home page. Click on “Preferences,” and enter your email account information under “Forwarding Options” on the Email tab.

If you need to communicate immediately, call (615) 852-7102 or email david.gerth@nscc.edu.

Response Standard for Email and Assignments:
Email messages sent to your instructor Monday through noon on Friday will be answered within 24 hours. Messages sent at other times will be answered within 48 hours.

Assignments and tests will be graded within one week of the due date.
**GETTING STARTED:**

Go to: [http://elearn.nscc.edu/](http://elearn.nscc.edu/) to log into your personal D2L course area. Your Username is your ‘A’ Number. The Password is your six-digit PIN. Contact the Help Desk at [helpdesk@nscc.edu](mailto:helpdesk@nscc.edu) or (615) 353-3678 if you do not know your ‘A’ Number. Login to your course will be available on the official start date of the semester for which you have registered. Check out your computer system using the System Check link on the login screen before logging into your course the first time.

Please begin your course by clicking “Content” on the navigation bar at the top of the screen on the Course Home page and completing the instructions for “Getting Started.”

**COLLEGE ATTENDANCE POLICY:**
The Nashville State Community College attendance policy is found at:

[ww2.nscc.edu/gerth_d/ALL/attendance.htm](http://ww2.nscc.edu/gerth_d/ALL/attendance.htm).

**INSTRUCTOR ATTENDANCE POLICY:**
WARNING: A student has violated my attendance policy in this course when the Pretest, First Review Test, Mid-Term Exam, or the Second Review Test are 10 weekdays past due (7 weekdays during a 10-week summer term). Violation of this attendance policy is grounds for being given a "FA" or “FN” in accordance with the above NSCC Attendance Policy without additional warning.

**COURSE CONTENT:**
This course covers fourteen units plus other related modules. The lessons for these units and the other modules are found in the Content area of the course. You can begin working on the units after you have taken the required EXTRA CREDIT PRETEST (see below).

**(2) REVIEW TESTS (250 Points):**
The course also has two online review tests. The tests assess learning progress when taken. Review tests are comprehensive and include all textbook chapters covered up to the time of the test.

Students may take review tests an unlimited number of times until the firm cutoff date. Your grade will be based on your highest score. Therefore, you should begin taking review tests well before the due dates.

You can go to the quizzes area of the course to complete the review tests in two ways: (1) by clicking on “Quizzes” on the navigation bar at the top left of the course screen or (2) by clicking the review test links found in the Content area of the course.
MID-TERM AND FINAL EXAMS (750 Points):
These closed-book, closed-notes proctored exams will be administered in the Testing Center this semester. The mid-term and final exams are worth 75 percent of your final grade. The 50-question mid-term exam covers Chapters 1-9, and the 100-question final exam covers Chapters 1-18. Exam questions come from the textbook. Exams will consist of a combination of multiple choice and true/false questions. Make sure you use the Final Exam Study Guide found in the Content area as you prepare.

Exam Instructions
Exam instructions are found at:

ww2.nscc.edu/gerth_d/ALL/exams.htm

WARNING: Inasmuch as these proctored exams are closed-book and closed-notes, you should only look at the exam. Please refer to the Academic Dishonesty Policy below.

You can go to the quizzes area of the course to complete the exams in two ways: (1) by clicking on “Quizzes” on the navigation bar at the top left of the course screen or (2) by clicking the exam links found in the Content area of the course.

REQUIRED EXTRA CREDIT PRETEST (16 Points):
During the first week of the semester you will take the required Extra Credit Pretest in the Testing Center. Though you should try your best, you should not study for this test. In addition, the Extra Credit Pretest is closed-book and closed-notes. The pretest makes it possible for your instructor to document the learning that takes place during the semester. You should follow the directions given above under “Exam Instructions.”

(18) EXTRA CREDIT CHAPTER QUIZZES (60 Points):
One way of assessing your understanding of course reading is by taking the chapter quiz at the end of each chapter lesson. Chapter quizzes are found in the Connect portion of the course. You reach Connect by clicking the hyperlink in the News area on the course homepage. The access code for Connect comes with new textbooks. If you have an older textbook, follow the hyperlink for purchasing instructions. Your points grade for quizzes will be Total Connect Points divided by 6.

Though the optional chapter quizzes are not proctored, you should take them with your textbook and notes closed. You can take each an unlimited number of times. The highest score is your grade. After a quiz see where you are weak, and study those areas before retaking the quiz. Try to persevere until you score 80% or above on each chapter quiz.

Students may go back and re-take chapter quizzes all throughout the semester.
EXTRA CREDIT INTERACTIVE EXERCISES (54 Points):
An excellent way of enhancing your understanding of textbook reading is to complete the chapter interactive exercises. These interactives are an innovative way of learning the basic principles of marketing. The interactive exercises are also found at the Connect site. Your points grade for interactive exercises will be the Total Connect Points. As with the chapter quizzes, you may re-do the interactive exercises as many times as you wish—until you have learned the material. Follow the suggestions given for the chapter quizzes.

Students may go back and re-take chapter interactive exercises all throughout the semester.

GRADING CRITERIA:

<table>
<thead>
<tr>
<th>Course Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review Tests</td>
<td>250</td>
</tr>
<tr>
<td>Mid-Term Exam</td>
<td>250</td>
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<tr>
<td>Final Exam</td>
<td>500</td>
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<tr>
<td>TOTAL</td>
<td>1000</td>
</tr>
<tr>
<td>Required Extra Credit Pretest</td>
<td>16</td>
</tr>
<tr>
<td>Extra Credit Chapter Quizzes</td>
<td>60</td>
</tr>
<tr>
<td>Extra Credit Interactive Exercises</td>
<td>54</td>
</tr>
</tbody>
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FINAL POINT TOTAL:
Your instructor will carefully examine the final grade point totals and provide a curve if necessary.

GRADING SCALE (Points):

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\begin{align*}
A &= 900-1000 \\
B &= 800-899 \\
C &= 700-799 \\
D &= 600-699 \\
F &= 0-599
\end{align*}
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ACADEMIC DISHONESTY POLICY:
Nashville State’s academic dishonesty policy is found at:

ww2.nscc.edu/gerth_d/ALL/dishonesty.htm.

ADA POLICY:
Nashville State Community College complies with the American with Disabilities Act. If you wish to request any accommodation(s) for this class, please notify the instructor as soon as possible. The Student Disability Services office is located in S-216C and their phone number is (615) 353-3721.

This course’s course management system, NS Online (D2L), is ADA compliant:

www.desire2learn.com/products/accessibility/.

COURSE POLICY CHANGES:
Your instructor reserves the right to modify course policies during the semester. However, once the semester has begun, the instructor’s intent will be to change policies primarily to benefit students as circumstances dictate.

INCLEMENT WEATHER POLICY:
Nashville State’s inclement weather policy is found at:

ww2.nscc.edu/gerth_d/ALL/weather.htm.

COURSE OUTLINE:
The course outline is found at:

ww2.nscc.edu/gerth_d/MKT2220000/outline.html.