Nashville State Community College
Business & Applied Arts Division
Business

Master Course Syllabus

This master course syllabus is meant simply as a guide and overview of the course. Each instructor will further clarify their criteria for grading, classroom procedures, attendance, exams and dates, etc. on his/her course syllabus.

Course Title: BUSN 2380 – Principles of Marketing
Credits: 3 hours
Class Hours: 3 hours

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:

Textbook and Other Materials:
Textbook: Armstrong | Marketing: An Introduction Custom Package for Nashville State Community College, 1/e | V-019 | 132346245
Reference Materials:
Supplies:

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:

I. Creating Customer Value and Engagement
II. Company and Marketing Strategy
III. The Marketing Environment
IV. Acquiring Marketing Information
V. Consumer and Business Buying Behavior
VI. Segmentation, Targeting, and Positioning
VII. Products, Services, and Brands
VIII. Developing New Products and Managing the Product Life Cycle
IX. Pricing
X. Marketing Channels
XI. Retailing and Wholesaling
XII. Advertising and Public Relations
XIII. Personal Selling and Sales Promotion
XIV. Direct, Online, Social Media, and Mobile Marketing
XV. Global Marketing
XVI. Social Responsibility and Ethics

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

<table>
<thead>
<tr>
<th>Evaluation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments</td>
<td>15%</td>
</tr>
<tr>
<td>Examinations</td>
<td>40%</td>
</tr>
<tr>
<td>Quizzes</td>
<td>15%</td>
</tr>
<tr>
<td>Project</td>
<td>30%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Grading Scale:

A = 90-100%
B = 80-89%
C = 70-79%
D = 60-69%
F = under 60%
FA (see below)
FN (see below)

Per TBR policy, a student who does not officially drop or withdraw from a course, but receives a failing grade, will receive an “FA” if the last day of attendance was earlier than two-thirds into the part-of-term. That date equates to the last day to withdraw from the course.

An FN is awarded to students who never attended class.
Make-up Procedures for Missed Assignments and Work:
Deadlines for assignments of all types are firm. Exceptional circumstances will be addressed on a case by case basis.

Attendance Policy
A student is expected to attend all scheduled classes and laboratories. Each instructor will formulate an attendance policy and provide it on the course syllabus. Absences are counted from the first scheduled meeting of the class, and it is the responsibility of each student to know the attendance policy of each instructor in whose class he/she is enrolled. If a student is absent from a class, he/she should give an advanced explanation to the instructor. 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.

Academic Early Warning System
Nashville State Community College has implemented an Early Warning System to notify students via e-mail about academic problems such as poor classroom attendance, poor performance on assignments/tests, poor communication skills, late/missing assignments, and/or lack of classroom participation. Please note that Early Warning Alerts do not affect a student’s academic standing.

Student Communication Channels
It is the student’s responsibility to check D2L and myNSCC email on a regular basis. These are the official communication channels between the college and students. Students are responsible for the information communicated through those channels. D2L contains specific course information and myNSCC contains information important for other purposes.

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 Desire2Learn (D2L) course shells. Computers are available for student use at each campus during campus open hours.

ADA Compliance Statement
Nashville State complies with the Americans with Disabilities Act. If you wish to request any special accommodations for any courses in which you are enrolled, contact the Access Center at 615.353.3741 or 615.353.3721.

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 sanctions. Please consult your Student Handbook for more specific details.

The instructor has primary responsibility for control over classroom behavior and maintenance of academic integrity. He/she can order temporary removal or exclusion from the classroom of any student engaged in disruptive conduct or in conduct which violates the general rules and regulations of the College.
Disruptive behavior in the classroom may be defined as, but is not limited to, behavior that obstructs or disrupts the learning environment (e.g., offensive language, harassment of students and professors, repeated outbursts from a student which disrupt the flow of instruction or prevent concentration on the subject taught, failure to cooperate in maintaining classroom decorum, etc.), the continued use of any electronic or other noise or light emitting device which disturbs others (e.g., disturbing noises from beepers, cell phones, palm pilots, lap-top computers, games, etc.).

Please be aware that children are not allowed in class or unattended on campus.

**Academic Dishonesty (Honor Code)**

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. “Plagiarism may result from: (1) failing to cite quotations and borrowed ideas, (2) failing to enclose borrowed language in quotation marks, and (3) failing to put summaries and paraphrases in your own words (A Writer’s Reference 331). Academic dishonesty may be defined as, but is not limited to, intentionally trying to deceive by claiming credit for the work of another person, using information from a web page or source without citing the reference, fraudulently using someone else’s work on an exam, paper, or assignment, recycling your own work from another course, purchasing papers or materials from another source and presenting them as your own, attempting to obtain exams/materials/assignments in advance of the date of administration by the instructor, impersonating someone else in a testing situation, providing confidential test information to someone else, submitting the same assignment in two different classes without requesting both instructor’s permission, allowing someone else to copy or use your work, using someone else’s work to complete your own, altering documents, transcripts or grades, and forging a faculty/staff member’s signature.

In addition to other possible disciplinary sanctions that may be imposed 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.

**RAVE Emergency Alert System**

Emergency events can happen at any time and Nashville State Community College wants to be able 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://getrave.com/login/nscc 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 Policy
In the event of an inclement weather event, check the Nashville State web site home page at www.nscc.edu for announcements on campus closures. Campus closures will also be announced on local television stations (channels 2, 4, 5, and 17).

When classes are cancelled, an online assignment will be posted in NS Online. Check your NS Online email for a message from your instructor regarding your online assignment requirements. Even though classes may be cancelled, some areas, i.e. Testing Center, may be open. However, you should check before commuting to campus.