Principles of Marketing (Web)

BUSN 2380-W01

Spring 2015

Instructor:  Dr. David Gerth

Phone:  (615) 353-3423

E-mail:  david.gerth@nscc.edu

Course Communication

The instructor and class members should primarily utilize NS Online Email when communicating in this course. Check your NS Online Email everyday.

If you need to communicate immediately, call (615) 353-3423 and let it ring until it rolls over to your instructor’s cell phone or send an email to: 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 normally be graded within one week of the due date.

Getting Started

Set a bookmark in your computer’s browser for https://elearn.nscc.edu/  . This is the preferred way of logging into your NS Online course. myNSCC may not be available at times during the semester. If you go to the above URL, you will most likely still be able to log into your course when the myNSCC portal is not functioning.

Your Username is your ‘A’ Number. The Password is your six-digit PIN. Contact the Help Desk at 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” at the top of the NS Online screen on the course homepage and completing the instructions in the “Getting Started” module.
Required Textbook

*M: Marketing*, Grewal & Levy, 4e, 2015


Companion Website: [www.mhhe.com/GrewalM4e](http://www.mhhe.com/GrewalM4e)

Important notes:

(1) SmartBook™ is an electronic adaptive reading experience designed to change the way students read and learn. You may become more engaged with course content and more knowledgeable of the subject using this approach.

(2) You may use the reserve copy in the library on the main campus to stay current with reading assignments if you should experience a delay purchasing a copy. Further, some students may use the previous edition of our textbook since the cost of textbooks in general can be large; but there are no guarantees that there are not important differences.

Course Description

A study which presents information concerning 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 READ 0810, Learning Support Reading I, and ENGL 0810, Learning Support English I, or equivalent skills. If you have not met these prerequisites, please contact your instructor within the first week of the semester.

Minimum Technical Skills

- The ability to send email messages with attachments
- The ability to save files in word processors
- The ability to cut and paste
- The ability to work with two browsers simultaneously
- The ability to use presentation programs
- The ability to submit assignments; go to: [http://ww2.nscce.edu/winters_christian/How to Submit an Assignment.pdf](http://www2.nscce.edu/winters_christian/How to Submit an Assignment.pdf) for step-by-step instructions
Syllabus
BUSN 2380-W01

Course Outcomes

These will be pursued through a combination of textbook reading, testing, discussions, optional learning activities, and a final assessment. Students will participate in activities designed to enhance their abilities to communicate, critically think, and problem solve in relation to marketing. After completing BUSN 2380, students should be able to:

- Explain the basic principles of marketing including the marketing mix, marketing strategy, social and mobile marketing, marketing ethics, and the marketing environment.
- Demonstrate knowledge of consumer, business, and global marketing.
- Illustrate how to target the marketplace using segmentation, targeting, positioning and marketing research.
- 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:

Without reference to notes or other materials:

- 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 be able to explain the types of social media and mobile applications and the components of a social media strategy.
- Students will demonstrate a comprehension of the scope and issues associated with making ethical marketing decisions and how to integrate ethics into marketing strategy.
- Students will demonstrate knowledge of the elements of the marketing environment and how they affect marketing strategy.
- Students will show a comprehension of the nature of consumer and business markets and effective marketing principles for each.
- Students will demonstrate an understanding of global marketing.
- Students will demonstrate a comprehension of market segmentation, targeting, and positioning for competitive advantage.
- Students will show knowledge of the effective use of marketing research to create enhanced value for customers.
- 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.
• Students will demonstrate knowledge of promotion strategy, including integrated marketing communications, advertising, personal selling and sales management, sales promotions, direct marketing, and public relations.

Course Outline

I. Assessing the Marketplace
II. Understanding the Marketplace
III. Targeting the Marketplace
IV. Value Creation
V. Value Capture
VI. Value Delivery
VII. Value Communication

Course Requirements

Your grade in this course will be calculated based on the following assignments:

<table>
<thead>
<tr>
<th>Assignment/Assessment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>(8) Discussions</td>
<td>100</td>
</tr>
<tr>
<td>(4) Review Tests</td>
<td>140</td>
</tr>
<tr>
<td>Mid-Term Exam</td>
<td>180</td>
</tr>
<tr>
<td>Final Exam</td>
<td>180</td>
</tr>
<tr>
<td>Common Assessment</td>
<td>100</td>
</tr>
<tr>
<td>Final Assessment</td>
<td>300</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1000</strong></td>
</tr>
<tr>
<td>(19) Extra Credit Chapter Quizzes</td>
<td>95</td>
</tr>
<tr>
<td>(3) Extra Credit Miscellaneous Assignments</td>
<td>30</td>
</tr>
<tr>
<td>(2) Extra Credit Case Assignments</td>
<td>20</td>
</tr>
</tbody>
</table>
Final Point Total

Your instructor will carefully examine the final grade point totals and provide a curve if necessary.

Grading Criteria

Letter grades will be assigned based on points earned:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>900-1000</td>
</tr>
<tr>
<td>B</td>
<td>800-899</td>
</tr>
<tr>
<td>C</td>
<td>700-799</td>
</tr>
<tr>
<td>D</td>
<td>600-699</td>
</tr>
<tr>
<td>F</td>
<td>0-599</td>
</tr>
</tbody>
</table>

(8) Discussions (100 Points)

Online discussions regarding one of the possible final assessment choices, the Portfolio assignment, give students the opportunity of learning some of the key elements of strategic marketing by interacting with one another.

You can go to the Discussions area of the course to complete the online discussions by clicking on “Discussions” under “Evaluation” at the top of the NS Online screen.

Instructions are found in the Discussions area. **Online discussions have firm deadlines.**

(4) Review Tests (140 Points)

The course also has four online review tests. **Students may take review tests an unlimited number of times until the firm deadline.** 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 by clicking on “Quizzes” under “Evaluation” at the top of the NS Online screen.

Mid-Term and Final Exams (360 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 36 percent of your final grade. The 50-question mid-term exam covers Chapters 1-10, and the 50-question final exam covers Chapters 11-19. Exam questions come from the textbook. Exams will consist of a combination of multiple choice and true/false questions. **Make sure you use the Exam Study Guide found in the Content area as you prepare.**
Exam Instructions

Exam instructions are found at:

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

Proctors

You may make arrangements with an acceptable proctor if you have truly extraordinary circumstances, rather than mere convenience, and cannot come to campus or an off-campus site to complete the mid-term or final exam. Most towns and cities have acceptable proctors, which could include: school teachers, college professors, school administrators (e.g. principals), and librarians. Most community colleges and universities have testing centers, which are usually willing to proctor an exam. The proctor must have an email address, which clearly reflects the name of the institution and the proctor's name. Please have the proctor contact your instructor for arrangements by email. The proctor must contact me and express a willingness to proctor your exam(s) before I contact him/her. This is a matter of courtesy. Complete your arrangements by the third week of the semester.

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

You can go to the Quizzes area of the course to complete the exams by clicking on “Quizzes” under “Evaluation” at the top of the NS Online screen.

Common Assessment (100 Points)

All students in all sections of this course at Nashville State are required to take the Common Assessment exam in the Testing Center at the end of the semester. This exam consists of 40 multiple choice and true/false questions which correlate to bullets found on the Exam Study Guide for Chapters 1-19. The Common Assessment is administered just like the mid-term and final exams. A review of the PowerPoint presentations which have been modified to conform to the Exam Study Guide is advised before taking this exam.

Final Assessment (300 Points)

Students may choose one of three different assessments to end the semester's work: a Comprehensive Course Exam, a Portfolio assignment, or a Research Project.

Comprehensive Course Exam

This exam consists of 100 multiple choice and true/false questions which correlate to the Exam Study Guide. The exam covers Chapters 1-19 and is taken in the Testing Center. It is administered just like the mid-term and final exams.
Portfolio Assignment

This assignment correlates to the module discussions. Instructions for this assignment are found in the Assignment Dropbox.

Research Project

A project, which allows students to explore an interesting marketing topic of their choosing, may also be completed. Instructions for the project are found in the Assignment Dropbox. The project requires an online project presentation to be posted in the Discussions area.

(19) Extra Credit Chapter Quizzes (95 Points)

One way of assessing your comprehension of course reading is by taking the chapter quiz(izes) at the end of each module lesson. Chapter quizzes are found in the Quizzes area of the course.

Though the optional chapter quizzes are not proctored, you should consider taking them with your textbook and notes closed. You should choose the best method for you to learn the chapter content as well as possible. You can take each quiz an unlimited number of times until the end of the semester. 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.

(3) Extra Credit Miscellaneous Assignments (30 Points)

You may choose to complete the optional extra credit miscellaneous assignments found in the Assignment Dropbox. Please contact your instructor after submitting these so he will not fail to grade them in a timely way. These assignments should be submitted by the deadline found on the course schedule.

(2) Extra Credit Case Assignments (20 Points)

Students have 2 case assignments during the semester. These assignments should be submitted by the deadline found on the course schedule. These assignments are found in the Assignment Dropbox.

Student Responsibilities

Preparation

Part of doing well in this course is just participating. Once you participate you should make it count. All students are expected to study assigned materials and be able to participate in class discussions. Students are expected to complete assignments on time and to the best of his/her ability.
Online Behavior

Students are expected to assist in maintaining an environment that is conducive to learning and respectful of the instructor and fellow students. Please refrain from any behavior that compromises the environment in any way.

Academic Dishonesty/Honor Code

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic dishonesty, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions, which may be imposed through the regular institutional procedures as a result of academic misconduct, the instructor has the authority to assign an "F" or a "zero" for the exercise or examination or to assign an "F" in the course.

Further, 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 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 instructors’ 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 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.

College Attendance Policy

The Nashville State Community College attendance policy is found at:

http://ww2.nscc.edu/gerth_d/ALL/attendance.htm

Instructor’s Attendance Policy

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

**Withdrawing From Course/College**

A student must officially withdraw from a course/college. If a student quits attending class and an official withdrawal has not been processed, the student will be assigned an “FA” grade. Please refer to the most recent Nashville State catalog for information on withdrawing.

**Instructional Environment and Support**

**Counseling and Advising Center**

The center provides, directly or by referral, many services potentially useful to you, including individual and group seminar assistance on study skills, test stress, test-taking techniques, etc.

**Students with Disabilities (ADA Policy)**

Nashville State Community College adheres to the Americans with Disabilities Act. Any student with a physical, learning, psychiatric, vision, hearing, or other disability is encouraged to contact the Student Disabilities Office at (615) 353-3721 to arrange for accommodations and support services.

**Early Warning System**

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

**Inclement Weather Policy**

Nashville State’s inclement weather policy is found at:

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

**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.