



H. Wayne Huizenga College of
Business and Entrepreneurship

MKT 3050 - Marketing Principles and Application

I. Course Information

Course: MKT 3050 - Marketing Principles and Application

Semester Credit Hours: 3.0

Course CRN and Section: 20457 - 5W1

Semester and Year: Fall 2017

Course Start and End Dates: 08/21/2017 - 10/15/2017

II. Instructor Information

Professor: Dr. John T Gironda

Email: jgironda@nova.edu

Office Hours: Thursday 11AM-4PM, and by appointment

III. Class Schedule and Location

Day	Date	Time	Location	Building/Room
	08/21/2017 - 10/15/2017		On-line Course	-

IV. Course Description

A focus on the marketing concept, and examination of a marketing oriented firm. Topics include consumer behavior, market analysis and the marketing mix. Students will produce a marketing plan. Frequency: Every Fall and Winter.

V. Course Objectives / Learning Outcomes

- 1) Explore marketing concepts, functions and institutions.
- 2) Identify the nature and scope of the specific tasks and decisions facing marketing managers.
- 3) Recognize the environmental constraints existing in both domestic and international markets that govern how marketing decisions are made, and determine the implications of these constraints for management. Special emphasis is placed here on using marketing research to understand buyer behavior.
- 4) Discover how to specify information inputs needed for marketing decisions, and to apply and interpret results from available research approaches for obtaining this information.
- 5) Analyze the nature and extent of demand and the characteristics of market segments (targeted customer groups), and to specify market segments as potential opportunities.
- 6) Describe, develop, and analyze alternative marketing strategies, i.e., decisions with respect to product offerings and their pricing, distribution (placement), and promotion (all in view of target markets' characteristics as well as of the environmental constraints).
- 7) Explain the awareness of societal, ethical, and legal constraints on the marketing function.

VI. Materials and Resources

Book Url: [NSU Book Store](#)

Course Required Texts and Materials: TEXT**Title :** Marketing: An Introduction (looseleaf)**Authors :** Gary Armstrong & Philip Kotler**Year :** 2017 **ISBN :** 9780134132198 **Edition :** 13**Publisher :** Prentice Hall (Pearson)**Course Supplemental Materials:****APA Manual**

The APA Manual 5th Edition is a recommended textbook for all courses. NSU Bookstore Textbooks and Case Studies may be purchased from the NSU Bookstore (located in the University Park Plaza) by calling 1-800-509-2665 or online at <http://www.nsubooks.bkstore.com>

The NSU libraries comprise the Alvin Sherman Library, Research, and Information Technology Center, East Campus Branch Library, Health Professions Division Library, Law Library and Technology Center, North Miami Beach Branch Library, University School Library Media Centers, and the William S. Richardson Ocean Science Library. Students are strongly encouraged to visit one of the physical locations and/or take advantage of the vast electronic library available for research. For more information, please visit <http://www.nova.edu/library>.

Please note that all required and recommended materials should be referenced in APA style.

VII. Course Schedule and Topic Outline

Course Schedule:

Week	Dates	Readings/Topic	Assignments and Exams
Week 1	August 21-27	Ch. 1: Creating and Capturing Customer Value Ch. 2: Company and Marketing Strategy	Discussion Board #1 Form Teams – Exchange Info, etc.
Week 2	August 28 - September 3	Ch. 3: Analyzing the Marketing Environment Ch. 4: Managing Marketing Information Ch. 5: Consumer and Business Buyer Behavior	Discussion Board #2 Form Teams – Exchange Info, etc.
Week 3	September 4-10	Ch. 6: Customer-Driven Market Strategy Ch. 7: Products, Services, and Brands Ch. 8: Developing New Products	Individual Case Analysis Due By September 10th 11:59PM Begin Working on Team Project
Week 4	September 11-17	Exam 1: Chapters 1-8	Exam 1: Chapters 1-8 Work on Team Marketing Plan Project
Week 5	September 18-24	Ch. 9: Pricing Ch. 10: Marketing Channels Ch. 11: Retailing and Wholesaling	Discussion Board #3 Work on Team Marketing Plan Project
Week 6	September 25 – October 1	Ch. 12: Communicating Customer Value Ch. 13: Personal Selling and Sales Promotion Ch. 14: Direct and Online Marketing	Discussion Board #4 Work on Team Marketing Plan Project
Week 7	October 2-8	Ch. 15: The Global Marketplace Ch. 16: Sustainable Marketing	Team Marketing Plan Project Due By October 8th 11:59PM
Week 8	October 9-15	Exam 2: Chapters 9-16	Exam 2: Chapters 9-16

VIII. Assignments

Course Assignments:

Course assignments will consist of both individual assignments (a current event presentation and an individual case analysis) and a group project (marketing plan). Information on each of these assignments can be found below.

Current Event Presentation:

Since the marketing environment is constantly evolving it is imperative that we keep up with current

happenings throughout the course. In order to assist with this, **each student will be responsible for presenting one current event article related to marketing.** Sources for articles may come from *The Wall Street Journal, Business Week, The Economist, Forbes, USA Today, local newspapers, magazines, or other relevant resources.* An important objective is to think about and apply material learned in this course within the real time business environment. Therefore, it is necessary to explain the relevance to, and implications for, marketing.

Individual Case Analysis:

For this assignment, students will be given a marketing case to analyze and will then have to turn in a brief written report answering the case questions. Further details forthcoming.

Team Project Marketing Plan:

This group based project involves you and your team developing a marketing plan for either a new offering from an existing company or an offering from a fictitious company. The various elements of the plan must be integrated into a cohesive framework that will include objectives, situation analysis, strategies and actions. Each team's offering must be approved by the instructor on a first-come, first-served basis. See Appendix 2 in the textbook for outline and sample plan. Further details forthcoming.

***Note: This project is a team/group activity. However, your individual grade will depend heavily on peer evaluations of your overall performance and contribution to the assignment.**

Course assignments will consist of both individual assignments (discussion board assignments and an individual case analysis) and a group project (marketing plan). Information on each of these assignments can be found below.

Discussion Board: On select Mondays, the Professor will post a question to the Discussion Board. Answers to that question are due by Friday 11:59PM and then students are expected to critique and comment on each at least two other's answers by the end of that week (Sunday 11:59PM). Each answer should be well thought out and complete. Additionally, posts should be well-informed, relevant, well-written, checked for grammar/spelling, and respectful to others.

Individual Case Analysis:

For this assignment, students will be given a marketing case to analyze and will then have to turn in a brief written report answering the case questions. Further details forthcoming.

Team Project Marketing Plan:

This group based project involves you and your team developing a marketing plan for either a new offering from an existing company or an offering from a fictitious company. The various elements of the plan must be integrated into a cohesive framework that will include objectives, situation analysis, strategies, and actions. Each team will turn in a written report and create a set of PowerPoint slides as if they were going to give a 10-15 minute presentation. Each team's offering must be approved by the instructor ahead of time, on a first-come, first-served basis. See Appendix 2 in the textbook for an outline and sample plan. Further details forthcoming.

***Note: This project is a team/group activity. However, your individual grade will depend heavily on peer evaluations of your overall performance and contribution to the assignment.**

Exams

There will be both a Midterm and a Final Examination for this course. The Midterm Exam will cover Chapters 1-8 and the Final Exam will cover Chapters 9-16.

Students are expected to read and study all textbook chapters and other assigned materials on a weekly basis. The professor will introduce supplementary material through PowerPoint slides, lab/internet exercises, articles, and/or business videos. Exams may cover any and all information from specified textbook chapters and any other material discussed or presented (i.e. if something is in the book (whether we go over it or not) it is fair game). The exam format may consist of a combination of multiple choice, and true/false questions.

IX. Assessments

Exams

There will be both a Midterm and a Final Examination for this course.

The Midterm Exam will cover Chapters 1-8 and the Final Exam will cover Chapters 9-16.

Students are expected to read and study all textbook chapters and other assigned materials before coming to class. The professor will introduce supplementary material through PowerPoint slides, lab/internet exercises, articles, and/or business videos. Exams may cover any and all information from specified textbook chapters and any other material discussed or presented. The exam format may consist of a combination of multiple choice, true/false and short answer questions.

Deliverable & % of Grade	Date Due	
Exams		
Exam 1 Midterm	Week 4, Day 7	25%
Exam 2 Final	Week 8, Day 7	25%
Individual Assignments		
Individual Case Analysis	Week 3, Day 7	15%
Discussion Board Participation	Weeks 1, 2, 5	10%
Team Project		
Marketing Plan	Week 7, Day 7	25%
Total		100%

X. Grading Criteria

Undergraduate Grading Criteria:

Percentage	Letter Grade	Description	GPA Equivalent
95 - 100	A	Excellent	4.0
90 - 95	A-		3.7
87 - 90	B+		3.3
83 - 87	B	Good	3.0
80 - 83	B-		2.7
77 - 80	C+		2.3
72 - 77	C	Satisfactory	2.0
70 - 72	C-		1.7
68 - 70	D+		1.3
60 - 68	D		1.0
<60	F	Failure	0.0
No rounding of scores.			

Final Course Grade:

Grade Expectations

Not all students can expect an A grade for this course. Being awarded an A indicates that the student has an excellent grasp of the various topics and has demonstrated an ability to apply them accurately, precisely, and with a clear understanding of their implications on the situation. Being

awarded a B indicates proficiency in applying the topics, but not as clear an appreciation of the subtleties of the topics. Being awarded a C indicates that the student has a limited understanding of the topics, but has failed to apply them accurately or properly interpret their meaning. An F indicates that the student has not grasped the topics and has not demonstrated an ability to apply them to solving problems.

XI. Course Policies

A. Course Policies

NSU e-mail & Blackboard: Students are required to check their NSU e-mail and Blackboard at least once a day for course announcements and updates. Students are responsible for all course related communications including changes to the syllabus, schedule, etc. sent via NSU e-mail.

Grammar and Spelling: Students are expected to write at the college level. If you need writing assistance or have problems with spelling and grammar, one-on-one tutoring sessions are available with the Office of Academic Services (OAS) both online and in person for free. Here is a link to their webpage:

http://www.fcas.nova.edu/services/academic_services/index.cfm

Safe Assign: Written components of any assignment or project will be submitted to Safe Assign anti-plagiarism software to evaluate the originality of the work. Any students found to be submitting work that is not their own will be deemed in violation of NSU policies.

The Learning Environment: Your contributions directly impact the value you and your fellow students gain from this course. To that end, you can contribute to a supportive learning environment by meeting these expectations:

- Arrive on time and stay until the end of class.
- Turn off cell phones while in class.
- Limit the use of electronic devices (e.g., laptop, tablet computer) to class-related usage such as taking notes. Restrict the use of other connections (e.g., checking email, internet browsing, texting, etc.) to before class, during class breaks, or after class.
- Be fully present for and contribute to class lectures/discussions.
- Demonstrate professional etiquette and respect for all class members in class and online.
- Fulfill commitments to group members to successfully complete group projects.

NSU e-mail & Blackboard: Students are required to check their NSU e-mail and Blackboard at least once a day for course announcements and updates. Students are responsible for all course related communications including changes to the syllabus, schedule, etc. sent via NSU e-mail.

Attendance and Participation

Students are expected to attend, engage in, and actively contribute to class discussions.

This is an online course, however regular participation in the course's Blackboard site, and keeping up with chapter readings as well as course assignments is critical to student success.

There will be both a Midterm and a Final Examination for this course. The Midterm Exam will cover Chapters 1-8 and the Final Exam will cover Chapters 9-16.

Students are expected to read and study all textbook chapters and other assigned materials on a weekly basis. The professor will introduce supplementary material through PowerPoint slides, lab/internet exercises, articles, and/or business videos. Exams may cover any and all information from specified textbook chapters and any other material discussed or presented (i.e. if something is in the book (whether we go over it or not) it is fair game). The exam format may consist of a combination of multiple choice, and true/false questions.

Assignments are to be submitted prior to or on due dates. Credit on assignments submitted late will reduced incrementally for each day it is late. Further details will be provided in assignment instructions

Assignments are to be submitted prior to or on due dates. Credit on assignments submitted late will reduced incrementally for each day it is late.

XII. University Policies

Academic Integrity

The university is an academic community and expects its students to manifest a commitment to academic

integrity through rigid observance of standards for academic honesty. The university can function properly only when its members adhere to clearly established goals and values. Accordingly, the academic standards are designed to ensure that the principles of academic honesty are upheld.

The following acts violate the academic honesty standards:

- Cheating — intentionally using or attempting to use unauthorized materials, information, or study aids in any academic exercise.
- Fabrication — intentional and unauthorized falsification or invention of any information or citation in an academic exercise.
- Facilitating Academic Dishonesty — intentionally or knowingly helping or attempting to help another to violate any provision of this code.
- Plagiarism — the adoption or reproduction of ideas, words, or statements of another person as one's own without proper acknowledgment.

Students are expected to submit tests and assignments that they have completed without aid or assistance from other sources. Using sources to provide information without giving credit to the original source is dishonest. Students should avoid any impropriety or the appearance thereof in taking examinations or completing work in pursuance of their educational goals.

In support of the Code of Student Conduct, any violations of the Code of Student Conduct and Academic Responsibility and/or university policies and procedures may result in disciplinary action and/or criminal prosecution. Disciplinary action may include, but not limited to, failing the assignment and/or the entire course, academic probation, suspension, or expulsion and are administered initially by the faculty member, who is required to report any incident of misconduct to their department chair and the Office of the Assistant Dean. This code seeks to promote high standards of behavior and academic integrity by setting forth the responsibilities of students as members of the university community. Abiding by the code ensures a climate wherein all members of the university community can exercise their rights of membership.

If students have questions about what constitutes academic misconduct before turning in an assignment, they should see their Instructor or the NSU Student Handbook

Accommodations for Students with Documented Disabilities: For more information about ADA policy, services, and procedures, students may contact the Office of Student Disability Services at 954-262-7189. Each student with a disability should contact the Office of Student Disability Services prior to the commencement of classes to discuss his or her needs.

Last Day to Withdraw: To withdraw from a course, it is not sufficient simply to stop attending class or to inform the instructor of your intention to withdraw. In accordance with college policy, contact your academic advisor to begin the withdrawal process. The last day to withdraw from a course is detailed on the applicable Academic Calendar.

Email Policy: All email communications between students and faculty must be conducted via NSU email accounts. This requirement will assist NSU in communicating more effectively and protecting your privacy. Emails sent to faculty from non-NSU accounts will be returned to the sender with instructions to resend the communication from your NSU account. To set up an NSU email account or to get help with an existing account, visit the Computing Help Desk. You may also call the Help Desk at (954) 262-HELP or 1-800-541-6682, ext. HELP (4357).

Student Course Evaluations: Student comment and feedback evaluating each college class is an important tool to evaluate program effectiveness. Participation in this process is a responsibility of each student. The university uses electronic evaluations that are completed online. It is important to the faculty and administration that students complete the online evaluation of each course. Students will be notified via NSU email accounts when the evaluation web link is opened (approximately the next-to-last week of the course). At the completion of the term and after instructors submit grades, instructors will receive an anonymous summary of the entire class's evaluation. Student names or ID numbers cannot be identified.

Library Resources: Students conducting research for class assignments may use the Alvin Sherman Library, which provides extensive access to print and electronic books and academic/scholarly journals and hundreds of databases in a variety of subject areas with full-text articles, videos, reference books, statistics, company profiles, and general news. Reference librarians are available in person at the Reference Desk as well as by phone (954-262-4613), email, chat, text, and individual appointment to provide instruction on how to identify and use library resources. For times and details, visit the library's Ask a Librarian webpage. Library Guides and Tutorials are also available online.

Student Success: All undergraduate students and faculty are encouraged to utilize the Office of Undergraduate Student Success to locate information about university-wide resources designed to promote student success.

Sample of Cover Page to be Used for All Assignments

Nova Southeastern University

H. Wayne Huizenga College of Business and Entrepreneurship

Assignment for Course: (Course number and title)

Submitted to: (Professor's name)

Submitted by: (Student's name)
(Student's ID number)
(Address)
(Work phone number)
(Home phone number)

Date of Submission:

Title of Assignment:

CERTIFICATION OF AUTHORSHIP: I certify that I am the author of this paper and that any assistance I received in its preparation is fully acknowledge and disclosed in the paper. I have also cited any sources from which I used data, ideas of words, whether quoted directly or paraphrased. I also certify that this paper was prepared by me specifically for this course.

Student Signature: _____

Instructor's Grade on Assignment:

Instructor's Comments: