| NTCC logo | MRKG 1311 Principles of Marketing  Course Syllabus: Spring 2021 | | | | | |
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| “Northeast Texas Community College exists to provide responsible, exemplary learning opportunities.” | | | | | |
| **Dr. Tawny Nix** | | | | | |
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| **Email:** [tnix@ntcc.edu](mailto:tnix@ntcc.edu) | | | | | |
|  | | | | | |
| Office Hours | **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Online** |
| Call for Appointment | Online | Online | Online | Online | Online | Online |

*The information contained in this syllabus is subject to change without notice. Students are expected to be aware of any additional course policies presented by the instructor during the course.*

**Catalog Course Description (include prerequisites):** This course is an introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues. This course is taught as part of the Healthcare Management program and includes topics and discussion related to marketing for healthcare organizations.

**Required Textbook(s):**

None – Course materials from OER resources and journal articles are provided by course instructor

**Recommended Reading(s):**

* None

**Student Learning Outcomes:**

1. Identify and describe the marketing mix components in relation to market segmentation

2. Explain the environmental factors which influence consumer and organizational decision-making processes

3. Explain marketing concepts in relation to the healthcare service industry

4. Discuss relationship marketing in relation to patient satisfaction

5. Discuss the importance of branding in relation to healthcare quality and outcomes

6. Develop a marketing plan for a healthcare organization

**SCANS Skills:**

Resources: Identify and discuss marketing terminology and concepts and how they apply to healthcare organization.

Interpersonal: Recognize limitations of expertise and communicate with instructor when questions arise. Show respect for instructor and peers in the online environment.

Information: Apply information from multiple sources to acquire relevant information to specific topics and concepts that relate to marketing and healthcare marketing.

Systems: Apply critical thinking skills to marketing and healthcare marketing discussions.

Technology: Use computers, communication platforms, and the Internet to access course materials and other relevant course information and research.

Academic Transfer: N/A

**Lectures & Discussions:**

This class utilizes powerpoints, interactive learning software, Internet research, and discussion questions.

**Evaluation/Grading Policy:**

There are weekly discussion questions and bi-weekly written assignments that are graded via grading rubric. If there is an alteration in the class calendar, the change will be announced in the “announcements” section of BlackBoard. There are **NO** make-up exams and I do **NOT** accept late assignments! All assignment due dates are listed in the course calendar and under the description of the actual assignment. If you have a conflict with the date, it is your responsibility to contact me in advance of the due date to make arrangements for alternate submission. Failure to do so will result in a grade of zero for the assignment. **It is your responsibility to ensure that your assignments are submitted on or before the due date!** I do understand that there are unforeseen circumstances (such as a death in the immediate family and hospitalization) that may not allow you to post assignments by the due date. Please contact me as soon as possible to arrange for an extension. Technology issues are not valid reasons for missing deadlines. Course weeks close on Day 7 at 11:59pm.

The instructor will not drop students from the course rolls for any reason. If the student decides not to complete the course, it is the responsibility of the student to officially drop the course through the Registrar’s office. Failure to do so will result in an “F” being awarded in the course.

Grading Rubric:

DQ’s 25%

Written Assignments 35%

Final Marketing Plan Project 40%

Grading Scale: The grading scale of all evaluation combined will be as the following

90% - 100% = A

89% - 80% = B

79% - 75% = C

Below 75% = F

\*\* A minimum of a “C” is required to pass this course.

**Assignments:**

Along with OER materials supplied for this course, you are also expected to use the Internet for additional research to enhance your discussions and assignments. There are several types of assignments that will be required to be completed during this course.

**Discussion Questions (DQs):** You will have one DQ due each week. Your initial response to the DQ is due by Day 2 (minimum word count of 50 words). Please refer to the assignments dues dates in each Learning Module in your Blackboard classroom. You are required to respond to your instructor and at least two of your peers as this is an open forum and we often learn from each other’s posts. I expect your posts to be researched, insightful, and add value to the discussion. Please note that I do grade on grammar, spelling, citation and referencing, and punctuation as correct use of written communication is important. I also require that you cite and reference your information. I have posted basic information for use of APA formatting under the “Start Course Here” tab. Your responses must be paraphrased in your own words. DO NOT COPY/PASTE from the Internet as this is plagiarism. Please see the section regarding “Academic Dishonesty.”

**Written Assignments:** There are bi-weekly written assignments that will be used to develop your final Marketing Plan project. Please see due dates listed in the learning modules in the Blackboard course.

**Final Project:** The Final project will be to write a Marketing Plan for a fictitious healthcare organization. The Marketing Plan will be broken down into sections that you will write in the assigned weeks. For your Final Marketing Plan Project, you will put all of the Marketing Plan Assignments together in one document with an additional section to be written in the last two weeks of the course.Your final project will be submitted to the Week 10 Marketing Plan Final Project link located in the Assignments folder. Make sure to include a cover page and a reference page. APA formatting is required to include in-text citations and reference page. Refer to the APA links located in the "Start Course Here" folder. If you have questions about APA formatting or this assignment, please contact your instructor.

**There is absolutely NO MAKE UP for the final exam.**

APA (American Psychological Association) Format: APA is a specific format that is a guideline for every aspect of writing, from determining authorship to constructing a table to avoiding plagiarism and constructing accurate reference citations. This format must be adhered to for all writing assignments to avoid plagiarizing your written material including discussion questions and peer responses. If you are unfamiliar with APA formatting, I have provided an Internet link on the “START HERE” page for reference.

Online Communication:

Since this is online course and we do not interact face-to-face, good communication within the online environment is essential. Please read “The Core Rules of Netiquette” posted under “START HERE.”

If you have any questions regarding course content or questions related specifically to the class, please post them in the “Ask the Instructor Forum” posted under “START HERE” or “DISCUSSIONS.” Please take advantage of this forum as all students may benefit from your knowledge. If you have a personal question or situation, please email me directly. I make it a policy to answer all emails within 24 hours of receipt of the email. If I do not respond to you in 24 hours, please text me. As with electronic transfer of information (Internet connection issues), I may not have received your email. I also make it a point to log-on to our classroom frequently each week. If for any reason I will be unavailable during the semester, I will post the information under the “Announcements” tab.

It is important to always check your Blackboard Course E-mail, the Discussion area, Announcements, and the Ask the Instructor area each time you check into the classroom. One of your classmates may have offered feedback or insight that will be helpful to you or I may have provided information in general to assist you in your work.

Private e-mailing between student and instructor via the Blackboard Course e-mail should only be used for personal, confidential situations. Any communication regarding a personal matter should be sent directly to the instructor via e-mail. No communications of a private or personal matter should be posted in the public spaces of the classroom.

Please feel free to use the Class Biography forum to initiate and participate in conversations not directly related to the course. This is an excellent opportunity to get to know other students.

Course Navigation:

Please ensure that you navigate through the entire course so you are aware of the location of course materials, email, grade book, BlackBoard help, etc. It is your responsibility to ensure your knowledge of the BlackBoard system. If you have any questions, please post in the “Ask the Instructor Forum,” or you can contact NTCC’s Tech Support. There are several “tabs” to the left of the course screen that provide additional information for the course.

Internet Connection Issues:

Since this course is delivered in an online format, please ensure that you have the proper computer and Internet set-up. There are no excuses for not submitting assignments due to technology issues – in other words, “my dog ate my computer” is not a valid excuse. If you have issues regarding connectivity, please contact NTCC’s Tech Support for help. If you have issues with navigating through the BlackBoard system, please refer to the “HELP” tab to the left on the course screen.

**Other Course Requirements:**

None

**Student Responsibilities/Expectations:**

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**NTCC Academic Honesty Statement:**

"Students are expected to complete course work in an honest manner, using their intellects and resources designated as allowable by the course instructor. Students are responsible for addressing questions about allowable resources with the course instructor. NTCC upholds the highest standards of academic integrity. This course will follow the NTCC Academic Honesty policy stated in the Student Handbook."

**Academic Ethics**

The college expects all students to engage in academic pursuits in a manner that is beyond reproach. Students are expected to maintain complete honesty and integrity in their academic pursuit. Academic dishonesty such as cheating, plagiarism, and collusion is unacceptable and may result in disciplinary action. Refer to the student handbook for more information on this subject.

**ADA Statement:**

It is the policy of NTCC to provide reasonable accommodations for qualified individuals who are students with disabilities. This College will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student’s responsibility to request accommodations. An appointment can be made with John Coleman, Academic Advisor/Coordinator of Special Populations located in the College Connection. He can be reached at 903-434-8104. For more information and to obtain a copy of the Request for Accommodations, please refer to the [NTCC website - Special Populations](http://www.ntcc.edu/index.php?module=Pagesetter&func=viewpub&tid=111&pid=1).

**Family Educational Rights And Privacy Act** (**FERPA**):  
The Family Educational Rights and Privacy Act (FERPA) is a federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. FERPA gives parents certain rights with respect to their children’s educational records. These rights transfer to the student when he or she attends a school beyond the high school level. Students to whom the rights have transferred are considered “eligible students.” In essence, a parent has no legal right to obtain information concerning the child’s college records without the written consent of the student. In compliance with FERPA, information classified as “directory information” may be released to the general public without the written consent of the student unless the student makes a request in writing. Directory information is defined as: the student’s name, permanent address and/or local address, telephone listing, dates of attendance, most recent previous education institution attended, other information including major, field of study, degrees, awards received, and participation in officially recognized activities/sports.

**Other Course Policies:**

None