PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

MARKETING TRENDS
MKT 2210

Class Hours: 1.0  Credit Hours: 1.0
Laboratory Hours: 0.0  Revised: Spring 2011

Catalog Course Description:

This online course will focus on current trends in marketing. Topics include leading-edge marketing topics, such as digital-centered marketing, social media marketing, shopper marketing, viral marketing, consumer privacy, consumer literacy and power, new legislation, and trends in international marketing. Topics change each semester based on marketing developments and student needs.

Entry Level Standards:

Basic college-level competencies in logic, reading, and English are presumed.

Prerequisites:

MKT 2200

Textbook(s) and Other Course Materials:

The content for the course will be websites and databases.

I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Consumer Protection Laws</td>
</tr>
<tr>
<td>2.</td>
<td>RFID Technology</td>
</tr>
<tr>
<td>3.</td>
<td>To be determined</td>
</tr>
<tr>
<td>4.</td>
<td>To be determined</td>
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<td>5.</td>
<td>To be determined</td>
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</tbody>
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II. Course Goals*:

The course will:

A. Introduce students to leading edge marketing theory and practice. (I, VI)

B. Demonstrate how to recognize and evaluate marketing and external environmental trends. (I, III, VI)
C. Provide a working vocabulary for new marketing techniques. (I, V, VI)
D. Illustrate how a trend will impact marketing and customers. (I, III, VI)
E. Teach students the practical application of a trend. (I, III, VI)
F. Use teamwork to provide experiential learning. (IV)

*Roman numerals after course objectives reference goals of the Marketing program.

III. Expected Student Learning Outcomes*:

The student will be able to:

1. Use correct terminology concerning a trend or topic. (A, C)
2. Write a 1-2 page report on a topic. (A, B, C)
3. Recognize and explain the advantages and disadvantages of a trend. (A, B, D, E)
4. Discuss the impact of a trend or topic on customers. (A, B, D, E)
5. As a team, explain how to use a leading edge marketing technique in a business environment. (A, B, C, D, E, F)
6. List and explain how federal and state laws protect consumers. (B, F)

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. Evaluation:

A. Testing Procedures: 25%
   Quizzes

B. Laboratory Expectations:
   N/A

C. Field Work:
   Online information search

D. Other Evaluation Methods: 75%
   Online discussions and reports

E. Grading Scale:

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>92 – 100</td>
<td>A</td>
</tr>
<tr>
<td>89 – 91</td>
<td>B+</td>
</tr>
<tr>
<td>82 – 88</td>
<td>B</td>
</tr>
<tr>
<td>79 – 81</td>
<td>C+</td>
</tr>
<tr>
<td>72 – 78</td>
<td>C</td>
</tr>
<tr>
<td>65 – 71</td>
<td>D</td>
</tr>
<tr>
<td>Below 65</td>
<td>F</td>
</tr>
</tbody>
</table>
V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of the Learning Division, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of the Learning Division.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:
• Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
• Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
• Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one’s own work.
• Taking an exam for another student.
• Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
• Any of the above occurring within the Web or distance learning environment.

C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at www.pstcc.edu/departments/swd/.

D. Other Policies:

Computer Usage Guidelines:
College-owned or –operated computing resources are provided for use by students of Pellissippi State. All students are responsible for the usage of Pellissippi State’s computing resources in an effective, efficient, ethical and lawful manner. (Pellissippi State Online Catalog)