

## **Syllabus for MKT-4790**

# **APPLIED MARKETING PRACTICES**

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## **COURSE DESCRIPTION**

This course is designed to bring together both the marketing theory students have encountered and the practical experience from their own work-related experiences. Students will learn to apply the knowledge and experience that you already have to "real-world" situations. During this course, students will have the opportunity to develop a complete marketing plan for a new business (Marketing Plan) and students can then use this work as a portfolio of their work for current and prospective employers. The critical themes present in this course are centered on the development of a strategic approach to planning, the utilization of knowledge acquired from previous business courses, and the application of theory to practical business situations.

## **COURSE TOPICS**

- Marketing planning
- Strategic planning
- Components of a marketing plan

## **COURSE OBJECTIVES**

After completing this course, you should be able to:

- CO1** Explain the components of marketing planning and how it is used in organizations.
- CO2** Identify and evaluate opportunities in the marketing environment.
- CO3** Design and conduct basic marketing research to gather information for the formulation of a marketing strategy.
- CO4** Analyze and select appropriate target markets for the proposed business or product.
- CO5** Design a marketing strategy for the launch of the proposed business or product.
- CO6** Develop an implementation plan and financial projections for the marketing plan.

- CO7** Complete a portfolio of your work that illustrates your ability to develop and apply marketing strategy.

## COURSE MATERIALS

You will need the following materials to complete your coursework. Some course materials may be free, open source, or available from other providers. You can access free or open-source materials by clicking the links provided below or in the module details documents. To purchase course materials, please visit the [University's textbook supplier](#).

### Required Textbook

- Walker, Jr., O. C., & Mullins, J. W. (2013). *Marketing strategy: A decision-focused approach* (8th ed.). New York: McGraw-Hill/Irwin.  
**ISBN 978-0078028946**

## COURSE STRUCTURE

**Applied Marketing Practices** is a three-credit online course that is organized into **five** modules. Modules include an overview, topics, learning objectives, study materials, and activities.

During modules 2, 3, 4, and 5 you are required to submit assignments associated with the Marketing Plan you will submit at the end of the course.

- **Module 1: An Overview of Marketing Management**  
Course objectives covered in this module: CO1
- **Module 2: Strategic Analysis**  
Course objectives covered in this module: CO2
- **Module 3: Marketing Research for Marketing Planning**  
Course objectives covered in this module: CO3
- **Module 4: Developing the Marketing Strategy**  
Course objectives covered in this module: CO2, CO3, CO4, CO5
- **Module 5: Implementing and Controlling Marketing Plans**  
Course objectives covered in this module: CO6

## ASSESSMENT METHODS

For your formal work in the course, you are required to participate in online discussion forums, complete written assignments, and complete a final project. See below for details.

Consult the Course Calendar for due dates.

### Promoting Originality

One or more of your course activities may utilize a tool designed to promote original work and evaluate your submissions for plagiarism. More information about this tool is available in [this document](#).



### Discussion Forums

In addition to an ungraded but required Introductions Forum in Module 1, this course includes five graded discussion forums.

Communication among fellow students and with the mentor is a critical component of online learning. Participation in online discussions involves two distinct activities: an initial response to a posted question (discussion thread) and at least two subsequent comments on classmates' responses.

Meaningful participation is relevant to the content, adds value, and advances the discussion. Comments such as "I agree" and "ditto" are not considered value-adding participation. Therefore, when you agree or disagree with a classmate, the reading, or your mentor, state **and support** your agreement or disagreement. You will be evaluated based on the Discussion Forum rubric that can be found in the Evaluation Rubrics folder in Moodle. Responses and comments should be properly proofread and edited, professional, and respectful.



### Written Assignments

You are required to submit seven written assignments. Please reference the Evaluation Rubrics folder in Moodle to view a grading rubric for each of the written assignments in this course.

Take the time to familiarize yourself with the written assignment questions before you begin each module. Conversely, be sure to complete all relevant readings before answering the questions. Before you begin to write, you might find it helpful to outline your answers, listing points you wish to make and the examples that support your ideas.

Do not copy answers from the textbook. Creative thinking and your own wording are important aspects of an effective answer. When you have completed an assignment, proofread your answers for correct grammar, spelling, etc., and be certain you have answered the questions completely.

Prepare your written assignments using whatever word processing program you have on your computer. Include your name at the top of the paper, as well as the course name and code and the semester and year in which you are enrolled.

### **Marketing Plan Assignments**

You are required to complete four Marketing Plan assignments in modules 2, 3, 4, and 5. These activities will be the basis for your final project. Please reference the Evaluation Rubrics folder in Moodle to view a grading rubric for each of the written assignments in this course.

### **Final Project**

You are required to submit a final project in the form of a marketing plan. The Marketing Plan assignments from Modules 2-5 will be combined and revised to create one comprehensive plan that serves as your Final Project in this course. See the Final Project area of the course for more details. Please reference the Evaluation Rubrics folder in Moodle to view a grading rubric for the Final Project.

## **GRADING AND EVALUATION**

Your grade in the course will be determined as follows:

- **Online discussions (5)**—10 percent
- **Written assignments (7)**—35 percent
- **Marketing plan assignments (4)**—40 percent
- **Final Project**—15 percent

All activities will receive a numerical grade of 0–100. You will receive a score of 0 for any work not submitted. Your final grade in the course will be a letter grade. Letter grade equivalents for numerical grades are as follows:

A	= 93–100	C+	= 78–79
A–	= 90–92	C	= 73–77
B+	= 88–89	C–	= 70–72
B	= 83–87	D	= 60–69
B–	= 80–82	F	= Below 60

To receive credit for the course, you must earn a letter grade of C or better (for an area of study course) or D or better (for a course not in your area of study), based on the weighted average of all assigned course work (e.g., exams, assignments, discussion postings, etc.).

## STRATEGIES FOR SUCCESS

### First Steps to Success

To succeed in this course, take the following first steps:

- Read carefully the entire Syllabus, making sure that all aspects of the course are clear to you and that you have all the materials required for the course.
- Take time to read the entire Online Student Handbook. The Handbook answers many questions about how to proceed through the course and how to get the most from your educational experience at Thomas Edison State University.
- Familiarize yourself with the learning management systems environment—how to navigate it and what the various course areas contain. If you know what to expect as you navigate the course, you can better pace yourself and complete the work on time.
- If you are not familiar with web-based learning be sure to review the processes for posting responses online and submitting assignments before class begins.

### Study Tips

Consider the following study tips for success:

- To stay on track throughout the course, begin each week by consulting the Course Calendar. The Calendar provides an overview of the course and indicates due dates for submitting assignments, posting discussions, and scheduling and taking examinations.
- Check Announcements regularly for new course information.

### Using AI Ethically: A Guide for TESU Students

TESU's [Academic Code of Conduct](#) permits student AI use in support of their writing and research process—not as a replacement for original writing. Document AI use with an acknowledgment statement at the end of each assignment, noting the tools and prompts used. Cite any AI-generated content on the References page. Please review [Using AI Ethically: A Guide for TESU Students](#) for more detailed information.

## COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

Thomas Edison State University recognizes, values, and relies upon the diversity of our community. We strive to provide equitable, inclusive learning experiences that embrace our students' backgrounds, identities, experiences, abilities, and expertise.

## ACCESSIBILITY AND ACCOMMODATIONS

Thomas Edison State University adheres to the Americans with Disabilities Act (ADA, 1990; ADAAA, 2008) and Section 504 of the Rehabilitation Act of 1973. The Office of Student Accessibility Services (OSAS) oversees requests for academic accommodations related to disabilities; a student who is pregnant, postpartum, or a student parenting a newborn who is not the birth parent [as covered under NJSA18A]; and students requesting academic accommodation for a short-term/temporary illness and/or injury. Information can be found on the [Office of Student Accessibility Services](#) webpage and questions can be sent to [ADA@tesu.edu](mailto:ADA@tesu.edu).

## ACADEMIC POLICIES

To ensure success in all your academic endeavors and coursework at Thomas Edison State University, familiarize yourself with all administrative and academic policies including those related to academic integrity, course late submissions, course extensions, and grading policies.

For more, see:

- [University-wide policies](#)
- [Undergraduate academic policies](#)
- [Undergraduate course policies](#)
- [Graduate academic policies](#)
- [Graduate course policies](#)
- [Nursing student policies](#)
- [Nursing graduate student policies](#)
- [International student policies](#)
- [Academic code of conduct](#)