Course Code & No. - Section:	MKTG 350 & 475
Course Title (Credits):	Online & New Media Marketing & Marketing Capstone
Term & Year:	Fall / 2015
Course Ref. No. (CRN):	

Instructor:	Kendra Wong
Phone(s):	x7494 or 916-251-9664 (before 8 pm)
Email:	kwong@sierranevada.edu
Office:	TCES 222
Office Hours:	Make an appointment at:
	https://kendrawong.youcanbook.me/

Class Meeting Time:	Weekly meetings TBD
Location:	TCES 222

Prerequisites (from Catalog)**:**	MKTG 201, senior standing, approval of instructor
Corequisites (from Catalog)**:**	None

Course Description

MKTG 350 - The last decade has brought new communications channels to our world. This had brought new opportunities and challenges to the business world. In this course we will learn how this new media fits with the overall marketing plan and how they should be used to enhance the goals of the organization. We will also examine risks and dangers of this new media and how it should not be used.

MKTG 475 - This course serves as the capstone of the Marketing degree program. Students will work in consultation with the instructor to research a topic relating to the field of marketing. The course will also include in-depth study of current event topics and how they relate to marketing.

Student Outcomes

MKTG 350 - Upon successful completion of this course, a student will be able to:
1. Identify and be familiar with key digital marketing tools and concepts
2. Identify similarities and differences between traditional marketing tools and digital marketing tools
3. Weigh the positives and negatives of key digital marketing tools for the value of a given marketing challenge
4. Build a basic digital marketing plan
5. Become familiar with tracking tools for analyzing website and marketing campaign success.

MKTG 475 - Upon successful completion of this course, a student will be able to:
1. Develop an understanding of customer value and how marketing strategies contribute to profitability and growth
2. Apply marketing concepts and tools in the context of a real world project
3. Develop and use various marketing performance metrics
4. Develop a marketing plans

Methods of Assessing Student Outcomes

Student outcomes will be assessed using the following:
1. Weekly written deliverables
2. Final project

Instructional Strategies
This class is an independent study. Students must show progress towards accomplishing the final project each week. Students are expected to complete agreed upon deliverables on a weekly basis.

Required Texts and Materials
1. Laptop computer (one that meets the published SNC Laptop Requirements)

Attendance
Attendance at weekly meetings is mandatory. If a student must miss a meeting, advance notice is required.

Prim Library Resources
Using the library's resources effectively (not just Internet resources) contributes to developing each of SNC's core themes by exposing students to high quality academic resources, diverse opinions, new ideas, and a future that includes building on a liberal arts education. In this course, you will be expected to utilize the library's resources (either on-site or remotely) as you complete your assignments.

Sanctions for Cheating and/or Plagiarism

The Honor Code

The faculty of SNC believes students must be held to high standards of integrity in all aspects of college life in order to promote the educational mission of the College and to encourage respect for the rights of others. Each student brings to the SNC community unique skills, talents, values and experiences which, when expressed within the community, contribute to the quality of the educational environment and the growth and development of the individual. Students share with members of the faculty, administration and staff the responsibility for creating and maintaining an environment conducive to learning and personal development, where actions are guided by mutual respect, integrity, responsibility and trust. The faculty and students alike must make diligent efforts to ensure high standards are upheld by their colleagues and peers as well as themselves. Therefore faculty and students accept responsibility for maintaining these standards at Sierra Nevada College and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

Consequences of Violating the Student Honor Code

SNC students and faculty share the responsibility for maintaining an environment of academic honesty. Thus, all are responsible for knowing and abiding by the SNC Faculty/Student Honor Code published in the current SNC Catalog. Faculty are responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes AND for reporting all incidences of academic dishonesty to the Provost. Students are responsible for knowing what constitutes CHEATING, PLAGIARISM and FABRICATION and for refraining from these and other forms of academic dishonesty. Violations of the Honor Code become part of a student's academic record.

> 1st Offense: Student receives a zero for assignment/exam and counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

> 2nd Offense: Student fails course and receives counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

3rd Offense: Student is expelled.

Grading Policy

Component	Points Possible
Weekly deliverables	500
Final Project	500

Weekly Deliverables – Each student is responsible for providing a 1-2 page write up of work accomplished during the week, information needed from the client, and goals for the following week. Students are responsible for preparing an agenda for each weekly meeting. The agenda must be sent to the client at least 24 hours before the meeting.

Final Project –
Deliverable (Joint for both MKTG 350 & 475): NWCCU Program Proposal
Students are responsible for researching and designing an MBA program for Sierra Nevada College. Students must:
- Research and identify the best format to deliver the MBA program (on-ground classes, online, blended program, etc.)
- Prepare a competitor analysis
- Research and identify business discipline tracks that are consistent with SNC's core themes, leverage existing strengths of the undergraduate curriculum and faculty expertise, and provide ample opportunity for growth
- Research and identify the target market for the MBA program
- Design a marketing program to attract the target market to the MBA program
- Work with the client to complete non-marketing research components related to the NWCCU Program Proposal

MKTG 350 – In addition to the above, students enrolled in MKTG 350 must:
- Prepare a digital marketing plan for the business department, which includes undergraduate, online, and potential MBA programs. The plan must include the website and social media platforms. Any changes to the SNC website must be approved by the client before changes are implemented.
- Specify target digital marketing analytic metrics

MKTG 475 – In addition to the above, students enrolled in MKTG 475 must:
- Prepare a marketing strategy for the business department, which includes undergraduate, online, and potential MBA programs. The plan must integrate the digital marketing plan the students in MKTG 350 develop.

Grade	Total Points Earned
A	930-1,000
A-	900-929
B+	870-899
B	830-869
B-	800-829

C+	770-799
C	730-769
C-	700-729
D+	670-699
D	630-669
D-	600-629
F	0-599

ADA Accommodations

In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. If a student wishes to request an accommodation, please contact the Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, hconover@sierranevada.edu, office in Prim Library: PL-304.

The SNC Email System

The SNC email system is the official communication vehicle among students, faculty members and administrative staff and is designed to protect the confidentiality of student information as required by the Family Educational Rights and Privacy Act of 1974 Act (FERPA). Students should check their college email accounts daily during the school year.

Students have a right to forward their SNC e-mail to another e-mail account (for example, @hotmail or @gmail). However, confidentiality of student information protected by FERPA cannot be guaranteed for SNC e-mail forwarded to an outside vendor. Having email redirected does not absolve a student from the responsibilities associated with official communication sent to his or her SNC email account.

The Sierra Nevada College Mission Statement:
> Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. Sierra Nevada College combines the liberal arts and professional preparedness through an interdisciplinary curriculum that emphasizes entrepreneurial thinking and environmental, social, economic and educational sustainability.

The Core Themes:

Liberal Arts   Professional Preparedness

Sustainability   Entrepreneurial Thinking

Class Schedule
Based on the Final Project deliverables, students enrolled in the independent study will determine required milestones and deadlines by Friday, August 21.

Course Code & No. - Section:	MKTG 350 & 475
Course Title (Credits):	Online & New Media Marketing & Marketing Capstone
Term & Year:	Fall / 2015
Course Ref. No. (CRN):	

Instructor:	Kendra Wong
Phone(s):	x7494 or 916-251-9664 (before 8 pm)
Email:	kwong@sierranevada.edu
Office:	TCES 222
Office Hours:	Make an appointment at:
	https://kendrawong.youcanbook.me/

Class Meeting Time:	Weekly meetings TBD
Location:	TCES 222

Prerequisites (from Catalog)**:**	MKTG 201, senior standing, approval of instructor
Corequisites (from Catalog)**:**	None

Course Description

MKTG 350 - The last decade has brought new communications channels to our world. This had brought new opportunities and challenges to the business world. In this course we will learn how this new media fits with the overall marketing plan and how they should be used to enhance the goals of the organization. We will also examine risks and dangers of this new media and how it should not be used.

MKTG 475 - This course serves as the capstone of the Marketing degree program. Students will work in consultation with the instructor to research a topic relating to the field of marketing. The course will also include in-depth study of current event topics and how they relate to marketing.

Student Outcomes

MKTG 350 - Upon successful completion of this course, a student will be able to:
1. Identify and be familiar with key digital marketing tools and concepts
2. Identify similarities and differences between traditional marketing tools and digital marketing tools
3. Weigh the positives and negatives of key digital marketing tools for the value of a given marketing challenge
4. Build a basic digital marketing plan
5. Become familiar with tracking tools for analyzing website and marketing campaign success.

MKTG 475 - Upon successful completion of this course, a student will be able to:
1. Develop an understanding of customer value and how marketing strategies contribute to profitability and growth
2. Apply marketing concepts and tools in the context of a real world project
3. Develop and use various marketing performance metrics
4. Develop a marketing plans

Methods of Assessing Student Outcomes

Student outcomes will be assessed using the following:
1. Weekly written deliverables
2. Final project

Instructional Strategies
This class is an independent study. Students must show progress towards accomplishing the final project each week. Students are expected to complete agreed upon deliverables on a weekly basis.

Required Texts and Materials
   1. Laptop computer (one that meets the published SNC Laptop Requirements)

Attendance
Attendance at weekly meetings is mandatory. If a student must miss a meeting, advance notice is required.

Prim Library Resources
Using the library's resources effectively (not just Internet resources) contributes to developing each of SNC's core themes by exposing students to high quality academic resources, diverse opinions, new ideas, and a future that includes building on a liberal arts education. In this course, you will be expected to utilize the library's resources (either on-site or remotely) as you complete your assignments.

Sanctions for Cheating and/or Plagiarism

The Honor Code

The faculty of SNC believes students must be held to high standards of integrity in all aspects of college life in order to promote the educational mission of the College and to encourage respect for the rights of others. Each student brings to the SNC community unique skills, talents, values and experiences which, when expressed within the community, contribute to the quality of the educational environment and the growth and development of the individual. Students share with members of the faculty, administration and staff the responsibility for creating and maintaining an environment conducive to learning and personal development, where actions are guided by mutual respect, integrity, responsibility and trust. The faculty and students alike must make diligent efforts to ensure high standards are upheld by their colleagues and peers as well as themselves. Therefore faculty and students accept responsibility for maintaining these standards at Sierra Nevada College and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

Consequences of Violating the Student Honor Code

SNC students and faculty share the responsibility for maintaining an environment of academic honesty. Thus, all are responsible for knowing and abiding by the SNC Faculty/Student Honor Code published in the current SNC Catalog. Faculty are responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes AND for reporting all incidences of academic dishonesty to the Provost. Students are responsible for knowing what constitutes CHEATING, PLAGIARISM and FABRICATION and for refraining from these and other forms of academic dishonesty. Violations of the Honor Code become part of a student's academic record.

> 1st Offense: Student receives a zero for assignment/exam and counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

> 2nd Offense: Student fails course and receives counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

3rd Offense: Student is expelled.

Grading Policy

Component	Points Possible
Weekly deliverables	500
Final Project	500

Weekly Deliverables – Each student is responsible for providing a 1-2 page write up of work accomplished during the week, information needed from the client, and goals for the following week. Students are responsible for preparing an agenda for each weekly meeting. The agenda must be sent to the client at least 24 hours before the meeting.

Final Project –
Deliverable (Joint for both MKTG 350 & 475): NWCCU Program Proposal
Students are responsible for researching and designing an MBA program for Sierra Nevada College. Students must:
-   Research and identify the best format to deliver the MBA program (on-ground classes, online, blended program, etc.)
-   Prepare a competitor analysis
-   Research and identify business discipline tracks that are consistent with SNC's core themes, leverage existing strengths of the undergraduate curriculum and faculty expertise, and provide ample opportunity for growth
-   Research and identify the target market for the MBA program
-   Design a marketing program to attract the target market to the MBA program
-   Work with the client to complete non-marketing research components related to the NWCCU Program Proposal

MKTG 350 – In addition to the above, students enrolled in MKTG 350 must:
-   Prepare a digital marketing plan for the business department, which includes undergraduate, online, and potential MBA programs. The plan must include the website and social media platforms. Any changes to the SNC website must be approved by the client before changes are implemented.
-   Specify target digital marketing analytic metrics

MKTG 475 – In addition to the above, students enrolled in MKTG 475 must:
-   Prepare a marketing strategy for the business department, which includes undergraduate, online, and potential MBA programs. The plan must integrate the digital marketing plan the students in MKTG 350 develop.

Grade	Total Points Earned
A	930-1,000
A-	900-929
B+	870-899
B	830-869
B-	800-829

C+	770-799
C	730-769
C-	700-729
D+	670-699
D	630-669
D-	600-629
F	0-599

ADA Accommodations

In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. If a student wishes to request an accommodation, please contact the Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, hconover@sierranevada.edu, office in Prim Library: PL-304.

The SNC Email System

The SNC email system is the official communication vehicle among students, faculty members and administrative staff and is designed to protect the confidentiality of student information as required by the Family Educational Rights and Privacy Act of 1974 Act (FERPA). Students should check their college email accounts daily during the school year.

Students have a right to forward their SNC e-mail to another e-mail account (for example, @hotmail or @gmail). However, confidentiality of student information protected by FERPA cannot be guaranteed for SNC e-mail forwarded to an outside vendor. Having email redirected does not absolve a student from the responsibilities associated with official communication sent to his or her SNC email account.

The Sierra Nevada College Mission Statement:
>Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. Sierra Nevada College combines the liberal arts and professional preparedness through an interdisciplinary curriculum that emphasizes entrepreneurial thinking and environmental, social, economic and educational sustainability.

The Core Themes:

Liberal Arts   Professional Preparedness

Sustainability   Entrepreneurial Thinking

Class Schedule
Based on the Final Project deliverables, students enrolled in the independent study will determine required milestones and deadlines by Friday, August 21.

Course Code & No. - Section:	MKTG 350 & 475
Course Title (Credits):	Online & New Media Marketing & Marketing Capstone
Term & Year:	Fall / 2015
Course Ref. No. (CRN):	

Instructor:	Kendra Wong
Phone(s):	x7494 or 916-251-9664 (before 8 pm)
Email:	kwong@sierranevada.edu
Office:	TCES 222
Office Hours:	Make an appointment at:
	https://kendrawong.youcanbook.me/

Class Meeting Time:	Weekly meetings TBD
Location:	TCES 222

Prerequisites (from Catalog)**:**	MKTG 201, senior standing, approval of instructor
Corequisites (from Catalog)**:**	None

Course Description

MKTG 350 - The last decade has brought new communications channels to our world. This had brought new opportunities and challenges to the business world. In this course we will learn how this new media fits with the overall marketing plan and how they should be used to enhance the goals of the organization. We will also examine risks and dangers of this new media and how it should not be used.

MKTG 475 - This course serves as the capstone of the Marketing degree program. Students will work in consultation with the instructor to research a topic relating to the field of marketing. The course will also include in-depth study of current event topics and how they relate to marketing.

Student Outcomes

MKTG 350 - Upon successful completion of this course, a student will be able to:
1. Identify and be familiar with key digital marketing tools and concepts
2. Identify similarities and differences between traditional marketing tools and digital marketing tools
3. Weigh the positives and negatives of key digital marketing tools for the value of a given marketing challenge
4. Build a basic digital marketing plan
5. Become familiar with tracking tools for analyzing website and marketing campaign success.

MKTG 475 - Upon successful completion of this course, a student will be able to:
1. Develop an understanding of customer value and how marketing strategies contribute to profitability and growth
2. Apply marketing concepts and tools in the context of a real world project
3. Develop and use various marketing performance metrics
4. Develop a marketing plans

Methods of Assessing Student Outcomes

Student outcomes will be assessed using the following:
1. Weekly written deliverables
2. Final project

Instructional Strategies
This class is an independent study. Students must show progress towards accomplishing the final project each week. Students are expected to complete agreed upon deliverables on a weekly basis.

Required Texts and Materials
   1. Laptop computer (one that meets the published SNC Laptop Requirements)

Attendance
Attendance at weekly meetings is mandatory. If a student must miss a meeting, advance notice is required.

Prim Library Resources
Using the library's resources effectively (not just Internet resources) contributes to developing each of SNC's core themes by exposing students to high quality academic resources, diverse opinions, new ideas, and a future that includes building on a liberal arts education. In this course, you will be expected to utilize the library's resources (either on-site or remotely) as you complete your assignments.

Sanctions for Cheating and/or Plagiarism

The Honor Code

The faculty of SNC believes students must be held to high standards of integrity in all aspects of college life in order to promote the educational mission of the College and to encourage respect for the rights of others. Each student brings to the SNC community unique skills, talents, values and experiences which, when expressed within the community, contribute to the quality of the educational environment and the growth and development of the individual. Students share with members of the faculty, administration and staff the responsibility for creating and maintaining an environment conducive to learning and personal development, where actions are guided by mutual respect, integrity, responsibility and trust. The faculty and students alike must make diligent efforts to ensure high standards are upheld by their colleagues and peers as well as themselves. Therefore faculty and students accept responsibility for maintaining these standards at Sierra Nevada College and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

Consequences of Violating the Student Honor Code

SNC students and faculty share the responsibility for maintaining an environment of academic honesty. Thus, all are responsible for knowing and abiding by the SNC Faculty/Student Honor Code published in the current SNC Catalog. Faculty are responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes AND for reporting all incidences of academic dishonesty to the Provost. Students are responsible for knowing what constitutes CHEATING, PLAGIARISM and FABRICATION and for refraining from these and other forms of academic dishonesty. Violations of the Honor Code become part of a student's academic record.

> 1st Offense: Student receives a zero for assignment/exam and counseling with
>   faculty on the honor code, consequences for violating the honor code, and the
>   value of academic honesty in learning.

> 2nd Offense: Student fails course and receives counseling with faculty on the
>   honor code, consequences for violating the honor code, and the value of
>   academic honesty in learning.

3rd Offense: Student is expelled.

Grading Policy

Component	Points Possible
Weekly deliverables	500
Final Project	500

Weekly Deliverables – Each student is responsible for providing a 1-2 page write up of work accomplished during the week, information needed from the client, and goals for the following week. Students are responsible for preparing an agenda for each weekly meeting. The agenda must be sent to the client at least 24 hours before the meeting.

Final Project –
Deliverable (Joint for both MKTG 350 & 475): NWCCU Program Proposal
Students are responsible for researching and designing an MBA program for Sierra Nevada College. Students must:
- Research and identify the best format to deliver the MBA program (on-ground classes, online, blended program, etc.)
- Prepare a competitor analysis
- Research and identify business discipline tracks that are consistent with SNC's core themes, leverage existing strengths of the undergraduate curriculum and faculty expertise, and provide ample opportunity for growth
- Research and identify the target market for the MBA program
- Design a marketing program to attract the target market to the MBA program
- Work with the client to complete non-marketing research components related to the NWCCU Program Proposal

MKTG 350 – In addition to the above, students enrolled in MKTG 350 must:
- Prepare a digital marketing plan for the business department, which includes undergraduate, online, and potential MBA programs. The plan must include the website and social media platforms. Any changes to the SNC website must be approved by the client before changes are implemented.
- Specify target digital marketing analytic metrics

MKTG 475 – In addition to the above, students enrolled in MKTG 475 must:
- Prepare a marketing strategy for the business department, which includes undergraduate, online, and potential MBA programs. The plan must integrate the digital marketing plan the students in MKTG 350 develop.

Grade	Total Points Earned
A	930-1,000
A-	900-929
B+	870-899
B	830-869
B-	800-829

C+	770-799
C	730-769
C-	700-729
D+	670-699
D	630-669
D-	600-629
F	0-599

ADA Accommodations

In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. If a student wishes to request an accommodation, please contact the Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, hconover@sierranevada.edu, office in Prim Library: PL-304.

The SNC Email System

The SNC email system is the official communication vehicle among students, faculty members and administrative staff and is designed to protect the confidentiality of student information as required by the Family Educational Rights and Privacy Act of 1974 Act (FERPA). Students should check their college email accounts daily during the school year.

Students have a right to forward their SNC e-mail to another e-mail account (for example, @hotmail or @gmail). However, confidentiality of student information protected by FERPA cannot be guaranteed for SNC e-mail forwarded to an outside vendor. Having email redirected does not absolve a student from the responsibilities associated with official communication sent to his or her SNC email account.

The Sierra Nevada College Mission Statement:
> Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. Sierra Nevada College combines the liberal arts and professional preparedness through an interdisciplinary curriculum that emphasizes entrepreneurial thinking and environmental, social, economic and educational sustainability.

The Core Themes:

Liberal Arts   Professional Preparedness

Sustainability   Entrepreneurial Thinking

Class Schedule
Based on the Final Project deliverables, students enrolled in the independent study will determine required milestones and deadlines by Friday, August 21.