

Course Code & No. - Section:	MKTG 201 - Section 1
Course Title (Credits):	Introduction to Marketing (3)
Term & Year:	Spring / 2016
Course Ref. No. (CRN):	10034
Instructor:	Rick Winfield, MBA
Phone(s):	x7583 (email to schedule a call)
Email:	rwinfield@sierranevada.edu
Office:	TCES 2 nd Floor
Office Hours:	TR 4:00 - 5:00 p.m. (open), and by appointment
Class Meeting Time:	MW 1:00 - 2:15 p.m.
Location:	TCES, Room 206
Prerequisites (from Catalog):	ECON 101 or ECON 102
Corequisites (from Catalog):	None

Course Description

This course covers the business functions and techniques related to creating, communicating, and delivering value to customers. Specific topics include: identifying buyer utility and value, creating a complete value proposition, strategic marketing planning, market segmentation and targeting, branding, pricing, marketing communication methods, and ethical marketing.

Student Outcomes

Upon successful completion of this course, a student will be able to:

1. Understand the broad based principles of marketing and their application in a variety of organizations including large and small corporations, non-profit organizations, government and non-government organizations.
2. Learn the 'why and how' certain products and services are being marketed to consumers.

Methods of Assessing Student Outcomes

Student outcomes will be assessed using the following:

1. Homework Assignments
2. Marketing Trends Presentation
3. Closed-book examinations
4. Final Project
5. Class Participation

Instructional Strategies

This class will utilize small group and individual work in class using laptop computers, inquiry learning, case studies, and homework assignments. The course makes extensive use of the *Moodle* course management system.

Required Texts and Materials

1. *Marketing: An Introduction* Twelfth Edition, Gary Armstrong and Philip Kotler; Pearson Education; (c) 2015; ISBN: 9780133451276
2. Laptop computer (one that meets the published SNC Laptop Requirements)

Attendance

In order to maximize your learning, you are expected to attend class. Most of the learning will occur through discussions of the required reading for each class. You are expected to be a part of the learning community and participate fully in each class session. Participation points can only be earned if you are present. **Use of electronic devices is limited to using a laptop or tablet to take notes.** Other uses such as texting, surfing the internet, or making calls are disrespectful to the learning community. If you are engaged in these activities, you will be asked to leave the classroom

SNC Tahoe Athletics – The Athletic Director notifies faculty members of student athletes with excused absences for training and competition. This email excuses the student athlete from class attendance, but not from doing the assigned work. It is the student athlete's responsibility to meet with me **prior** to the excused absence for missed work and/or alternate assignments. If a student athlete fails to meet with me prior to the absence, make-up work is not available.

Research Project

Any research project involving human or animal subjects must be submitted to the College Research Committee for approval.

Class Requirements

Students are encouraged to bring a laptop computer to each class meeting for note taking purposes. Cell phones must be turned off or set to silent mode. Texting and phone calls are not permitted during class.

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

Handing in Assignments and Feedback – All assignments must be uploaded to Moodle as either Microsoft Office (Word, Excel & PowerPoint) or PDF files. Email and hard copies are not permitted. Feedback and assignment grades will be posted to Moodle.

Late Assignments – It is the professor's belief that it is always better to hand in an assignment late than not hand it in at all. However, whether credit is given for the assignment and how much is at the sole discretion of the professor.

Course Grades – Final grades are based on the total points earned (out of a possible 1000) from homework assignments, tests, a final project, and class attendance. A detailed breakdown is included on page 5 of the syllabus.

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

Changes to the schedule and adjustments to the syllabus and readings will be posted on Moodle. Moodle is the key communication tool for this class and you will want to check it frequently. You are expected to log-in to the class and post a clear picture of your face by January 25 at 8 pm (10 points).

Class	Topic & Assigned Reading	Homework Due
1/20/16	Introductions, review text & syllabus	
1/25/16	Creating and capturing customer value - Chapter 1	
1/27/16	Company and marketing strategy - Chapter 2	
2/1/16	Analyzing the marketing environment - Chapter 3	Company Case 3 - Xerox: Adapting to the Turbulent Marketing Environment
2/3/16	Analyzing the marketing environment (con't)	
2/8/16	Managing marketing information to gain customer insight - Chapter 4	
2/10/16	Guest Speaker	
2/15/16	Presidents Day – NO SCHOOL	
2/17/16	Understanding consumer and business buyer behavior - Chapter 5	Company Case 5 - Veterinary Pet Insurance: Health insurance for our furry - or feathery - friends
2/22/16	Understanding consumer and business buyer behavior (con't)	
2/24/16	TEST 1	
2/29/16	Customer driven marketing strategy: creating value for target customers - Chapter 6	Company Case 6 - Dove: Building customers everywhere, one gender at a time
3/2/16	Customer driven marketing strategy: creating value for target customers (con't)	
3/7/16	Products, services and brands: Building customer value - Chapter 7	
3/9/16	New product development and product life-cycle strategies - Chapter 8	Company Case 8 - Google: New product innovation at the speed of light
3/14/16	SPRING BREAK – NO SCHOOL	
3/16/16	SPRING BREAK – NO SCHOOL	
3/21/16	Pricing: Understanding and capturing customer value - Chapter 9	
3/23/16	Test 2	
3/28/16	Engaging Consumers and communicating customer value: Advertising and public relations - Chapter 12	Company Case 12 - The Super Bowl: more than a single advertising event - a social media frenzy
3/30/16	Guest Speaker	
4/4/16	Appendix 2: Marketing Plan	
4/6/16	Personal selling and sales promotions - Chapter 13	
4/11/16	Marketing plan proposal review	Marketing Plan Proposal Due
4/13/16	Direct, online, social media and mobile marketing - Chapter 14	Company Case 14 - Pinterest: Revolutionizing the web again
4/18/16	Guest Speaker	
4/20/16	The global marketplace - Chapter 15	
4/25/16	Analytics and measurement	
4/27/16	Test 3	
5/2/16	Marketing plan final presentations begin	Marketing plan final presentations
5/9/16	Final Exam Period 3pm - 6pm	Marketing plan final presentations

Grading Scale & Assessment

- Homework Assignments: (25 pts x 6 sections = 150 pts) – 1 page typed and submitted electronically via Moodle before midnight of the due date. Answer the case study questions at the end of each assigned chapter. All homework assignments must be done individually; group work is not permitted. Late work is not accepted.
- Marketing topic presentation: (25 pts) Each student will sign up to present about a specific marketing topic (i.e. Use of NFC technology for location-based marketing). The topics and presentation dates will be assigned at the beginning of the semester. Research your assigned marketing topic and present to the class an overview of the topic as well as its implication for marketers. The presentation should be in PowerPoint and no more than 5 minutes in length. The following websites may be helpful in researching your assigned topic:
 - <http://blog.hubspot.com/>
 - <http://www.marketingprofessor.com/>
 - <http://mashable.com/>
 - <http://www.searchenginejournal.com/>
 - <http://www.emarketer.com/>
 - <https://www.ama.org/Pages/default.aspx>
 - <http://www.mmaglobal.com/>
 - <http://www.iab.net/>
- 3 Tests (150 pts ea. = 450)
- Marketing Plan & Presentation (250 pts) - criteria will be handed out & discussed separately
- Class Participation: (125 pts) – Students are expected to arrive to class on time and fully prepared to participate in class discussion

Final Grade/Points

A+	=	>=970
A	=	930 – 969
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 – 639
Fail	=	<600