

Course Code & No. - Section: MKTG 201 - Section 2
Course Title (Credits): Introduction to Marketing (3)
Term & Year: Spring / 2016
Course Ref. No. (CRN): 10035

Instructor: Kelly Campbell
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Office: 2nd Floor, TCES
Office Hours: Wed. 3:45 – 4:45 and by appointment

Class Meeting Time: Mon. & Wed. 2:30 – 3:45 pm
Location: TCES, Room 215 GCLASS

Prerequisites: ECON 101 or 102

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, and marketing communication methods.

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' of marketing products and services to consumers.

Methods of Assessing Student Outcomes

Student outcomes will be assessed using the following:

1. Homework assignments
2. Marketing topic presentation
3. Closed-book examinations
4. Final project
5. Class attendance and 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 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)

Recommended Texts and Materials

1. *Principles of Presentation Design*

Attendance

Students are expected to attend all classes and actively participate in small-group and class discussions. Attendance will count toward the final grade as detailed in the Grading Assessment on page 5.

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.

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

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
Entrepreneurial	Thinking Sustainability

Class Schedule

Class	Topic & Assigned Reading*	Homework Due
1/18/2016	Introductions, review text & syllabus	
1/20/2016	Creating and capturing customer value - Chapter 1	
1/25/2016	Company and marketing strategy - Chapter 2	
1/27/2016	Analyzing the marketing environment - Chapter 3	
2/1/2016	Analyzing the marketing environment (con't)	Company Case 3 - Xerox: Adapting to the Turbulent Marketing Environment
2/3/2016	Managing marketing information to gain customer insight - Chapter 4	
2/8/2016	Understanding consumer and business buyer behavior - Chapter 5	
2/10/2016	Understanding consumer and business buyer behavior (con't)	Company Case 5 - Veterinary Pet Insurance: Health insurance for our furry - or feathery - friends
2/15/2016	President's Day - No Class	
2/17/2016	Guest Speaker - Greg Wright	
2/22/2016	Test 1	

2/24/2016	Customer driven marketing strategy: creating value for target customers - Chapter 6	
3/1/2016	Customer driven marketing strategy: creating value for target customers (con't)	Company Case 6 - Dove: Building customers everywhere, one gender at a time
3/2/2016	Products, services and brands: Building customer value - Chapter 7	
3/7/2016	New product development and product life-cycle strategies - Chapter 8	
3/9/2016	Pricing: Understanding and capturing customer value - Chapter 9	Company Case 9 - JCPenney: The Struggle to Find Optimum Price
3/14/2016	Spring Break - No Class	
3/16/2016	Spring Break - No Class	
3/21/2016	Marketing Plan Final Project roll-out: read Appendix 2: Marketing Plan	
3/23/2016	Test 2	
3/28/2016	Guest Speaker - Emily Deane	
3/30/2016	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
4/4/2016	Engaging Consumers and communicating customer value: Advertising and public relations - con't	
4/6/2016	Marketing plan proposal review	Marketing plan proposal due
4/11/2016	Personal selling and sales promotions - Chapter 13	
4/13/2016	Direct, online, social media and mobile marketing - Chapter 14	Company Case 14 -Pinterest: Revolutionizing the web again
4/18/2016	The global marketplace - Chapter 15	
4/20/2016	Analytics and measurement	
4/25/2016	Test 3	
4/27/2016	Marketing plan small group prep	
5/2/2016	Marketing plan final presentations begin	Marketing Plan presentations
5/9/2016	Final Exam Period - 11:30 - 2:30	Marketing Plan presentations

*Please read that day's assigned reading prior to coming to class

Grading Scale & Assessment:

- Homework Assignments: (25 pts x 6 sections = 150 pts) – 1 page typed and submitted electronically via email before midnight of the due date. Answer the case study questions at the end of each assigned case study. **All homework assignments must be done individually, group work is not permitted.** Homework assignments must be emailed to me by midnight of the due date. **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 or Prezi and no more than 5 minutes in length. The following websites may be helpful in researching your assigned topic:
 - <http://blog.hubspot.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) – Make-up tests will only be offered at the discretion of the professor and with at least 48 hours' notice prior to the test day.
- Marketing Plan & Presentation (250 pts) - criteria will be handed out & discussed separately
- Class attendance & participation: (125 pts) – **Students are expected to arrive to class on time. If you arrive after attendance is taken, you will not receive credit for that class.** Students are allowed (2) unexcused absences without penalty. Each subsequent unexcused absence will result in the loss of 15 points per occurrence.

Final Grade/Points:

- A = 920 - 1000
- A- = 900 - 919
- B = 820 - 899
- B- = 800 - 819
- C = 720 - 799
- C- = 700 - 719
- D = 600 - 699