

**Course Code & No. - Section:** MKTG 475 - Section 1  
**Course Title (Credits):** Capstone in Marketing  
**Term & Year:** Spring / 2016  
**Course Ref. No. (CRN):** 10038

**Instructor:** Professor Richard Gire (pronounced “Jeery”), J.D., M.B.A.  
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**Office:** TCES – 2<sup>nd</sup> Floor  
**Office Hours:** Tuesday 10:00-1:00pm, Wednesday 12:00-1:00pm, by appointment

**Class Meeting Time:** TTh 1:00-2:15pm  
**Location:** TCES 215

**Prerequisites (from Catalog):** Senior standing and consent of instructor  
**Corequisites (from Catalog):**

### Course Description

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

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

1. Recognize and critique all necessary facets of a successful marketing plan with an eye to future implementation in a different context;
2. Understand and communicate the role of technology in marketing as a sustainable competitive advantage;
3. Understand the leadership prerequisites necessary to foster creativity in the marketing programs of organizations and discuss several specific examples – both positive and negative – of their views on the business marketing environment of the 21<sup>st</sup> Century;
4. Deliver professional presentations that communicate their marketing academic journey and assess their current readiness to apply their knowledge and skills outside the academic environment; such presentations will demonstrate their mastery of the individual components of a viable marketing program.
5. Develop and communicate a personal path forward and lifelong learning/sustainability plan for application post-graduation.

### Methods of Assessing Student Performance

Student performance will be assessed using the following:

1. Attendance and participation in class discussions;
  2. Written in-class, closed-book, midterm examination;
  3. Student oral presentations; and
  4. Final paper. No late papers will be accepted.
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**Instructional Strategies**

The course will utilize live lecture, webinars, case studies and other reading material, and class discussion. The desired outcomes of this course are heavily oriented toward understanding, implications, and application. Consequently, classroom discussion and activities will emphasize these three outcomes. It is essential and expected that all students will have completed any required reading or assigned work prior to the class session(s) to which it pertains. Individual class presentations are aimed at sharpening students' oral skills and level of confidence. A significant amount of time will be devoted to students' post-graduation options with respect to marketing pursuits.

**Required Text**

Hand-outs and other reading material will be assigned during the course of the semester. In order to provide the most up-to-date material, American Marketing Association and other industry website content will be utilized in lieu of a traditional text.

**Attendance**

Attendance will be taken at the outset of each class session. Full attendance is expected in that class preparation/participation is a significant component of a student's grade. Only two (2) absences are allowed for normal illness, transportation issues, etc. Hence, doctors' notes or other similar documentation are neither required nor accepted. The 3<sup>rd</sup> and 4<sup>th</sup> absences will each result in a full grade point deduction from a student's preparation/participation grade. Any student missing five (5) class sessions without severe extenuating circumstances such as hospitalization, death in the immediate family, etc. will earn an "F" or an "Incomplete" in the class. Any student failing both the Midterm and Final Paper will also earn an "F" in the class. Habitual tardiness will not be tolerated and may also result in full grade point deductions from a student's preparation/participation grade.

**Class Requirements**

This class is a "no phone zone." Laptop computers may only be used for note-taking or other authorized class-related purposes. Students using smartphones or using laptops for unauthorized purposes will be subject to expulsion.

**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

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these and other forms of academic dishonesty. Violations of the Honor Code become part of a student's academic record.

1<sup>st</sup> 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.

2<sup>nd</sup> 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.

3<sup>rd</sup> Offense: Student is expelled.

### **Grading Policy**

Grades will be based on the following breakdown:

- 1) Class Attendance/Participation – 20%
- 2) Oral Presentations – 30%
- 3) Midterm Exam – 20%
- 4) Final Paper – 30%

### **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](mailto:hconover@sierranevada.edu) or go to the OASIS offices on the third floor of Prim Library within the first week of the semester.

### **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). All students must have an SNC email account and students should check these 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.

### **Class Schedule** (subject to change for variations in class progress)

Jan. 19	Class Introduction
Jan. 21	General Marketing Program Review – Target Market/Segmentation
Jan. 26	Product Management/Development
Jan. 28	Pricing Strategy & Tactics
Feb. 2	New Age Advertising/Branding Techniques
Feb. 4	International Marketing/Ethnic-Centric Marketing
Feb. 9	Consumer Behavior/New Insights
Feb. 11	Public Relations/Relationship Marketing
Feb. 16	Digital Marketing – The New Frontier
Feb. 18	Current Media Options
Feb. 23	Competitive Strategy

Feb. 25	Marketing Research
March 1	Social & Non-Profit Marketing
March 3	Midterm Review Document Distribution
March 3	Midterm Review Session
March 8	Psychology Research
March 10	Midterm Exam
March 15	Spring Break – School Closed
March 17	Spring Break – School Closed
March 22	Guest Speaker
March 24	Marketing Competition Overview
March 29	Guest Speaker
March 31	Marketing Trends – Hot Topic
April 5	Guest Speaker
April 7	Marketing Trends – Hot Topic
April 12	Self-Marketing – Job Opportunities
April 14	Self-Marketing – Resume Workshop
April 19	Student Presentations/Critique
April 21	Student Presentations/Critique
April 26	Student Presentations/Critique
April 28	Student Presentations/Critique
May 3	Student Presentations/Critique
May 5	No Class – Finals Preparation Day
May 7, 3pm	Closing Session - Final Paper Due

### 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**.