

<b>Course Code &amp; No. - Section:</b>	MKTG 201 - Section 1
<b>Course Title (Credits):</b>	Introduction to Marketing (3)
<b>Term &amp; Year:</b>	Fall / 2014
<b>Course Ref. No. (CRN):</b>	80139
<b>Instructor:</b>	Kelly Campbell
<b>Phone(s):</b>	619-895-0029
<b>Email:</b>	<a href="mailto:kcampbell@sierranevada.edu">kcampbell@sierranevada.edu</a>
<b>Office:</b>	2 <sup>nd</sup> Floor, TCES
<b>Office Hours:</b>	By appointment and immediately following class
<b>Class Meeting Time:</b>	Tue & Thu 5:30 – 6:45 p.m.
<b>Location:</b>	TCES, Room 106 CSC
<b>Prerequisites:</b>	ECON101 or 201

### 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. Closed-book examinations
3. Final project
4. 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*; Fourth Edition, Dhruv Grewal and Michael Levy; McGraw-Hill; (c) 2014; ISBN: 9780078029004
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 4.

**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.

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**

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 4 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](mailto: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

8/19/2014	Introductions, review text & syllabus
8/21/2014	Sec 1.1 Overview of Marketing
8/26/2014	Sec 1.3 Social and Mobile Marketing
8/28/2014	Sec 1.4 Marketing Ethics
9/2/2014	Sec 1.5 Analyzing the Marketing Environment ( <b>Sec. 1 homework due</b> )
9/4/2014	Sec 2.6 Consumer Behavior
9/9/2014	Sec 2.7 B to B Marketing
9/11/2014	Sec 2.8 Global Marketing ( <b>Sec. 2 homework due</b> )
9/16/2014	<b>TEST 1</b>
9/18/2014	Sec 3.9 Segmentation, Targeting & Positioning
9/23/2014	Sec 3.10 Marketing Research ( <b>Sec. 3 homework due</b> )
9/25/2014	Sec 4.11 Product, Branding, and Package Decisions
9/30/2014	Guest Speaker - TBD
10/2/2014	Guest Speaker - TBD
10/7/2014	Sec 1.2 Developing Marketing Strategies and a Marketing Plan Explanation of final Marketing Plan - break into small groups
10/9/2014	Sec 4.12 Developing New Products

10/14/2014	Sec 4.13 Services: the Intangible Product ( <b>Sec. 4 homework due</b> )
10/16/2014	<b>TEST 2</b>
10/21/2014	Marketing Plan proposal review ( <b>Marketing Plan proposal due</b> )
10/23/2014	Sec 5.14 Pricing Concepts for Establishing Value
10/28/2014	Sec 5.15 Strategic Pricing Methods ( <b>Sec. 5 homework due</b> )
10/30/2014	Sec 6.16 Supply Chain and Channel Management
11/4/2014	Sec 6.17 Retailing and Multichannel Marketing ( <b>Sec. 6 homework due</b> )
11/6/2014	Sec 7.18 Integrated Marketing Communications
11/11/2014	<b>Veteran's Day - No Class</b>
11/13/2014	Sec 7.19 Advertising, Public Relations, & Sales Promotions
11/18/2014	Sec 7.20 Personal Selling & Sales Management ( <b>Sec. 7 homework due</b> )
11/20/2014	<b>TEST 3</b>
11/25/2014	<b>Thanksgiving Break - No Class</b>
11/27/2014	<b>Thanksgiving Break - No Class</b>
12/2/2014	Marketing Plans - small group presentations
12/4/2014	Marketing Plans - small group presentations
12/10/2014	<b>Final Class - 6:30 - 9:30</b> remaining small group presentations

### Grading Scale & Assessment:

- Homework Assignments: (25 pts x 7 sections = 175 pts) - 1-2 typed pages, double spaced, 12 font. Discuss how the case study related to important topics in the section. What key principles were utilized in the case study and why were they important to the success (or failure) of the marketing initiative.
- 3 Tests (150 pts ea. = 450)
- Marketing Plan & Presentation (250 pts) - criteria will be handed out & discussed
- Class attendance & participation: (125 pts) – students are allowed (1) unexcused absence without penalty. Each subsequent unexcused absence will result in the loss of 15 points per occurrence.

### Final Grade/Points:

A	= 950 - 1000
A-	= 900 - 949
B	= 850 - 899
B-	= 800 - 849
C	= 750 - 799
C-	= 700 - 749
D	= 650 - 699