

**SNC Course Code, Number, Section:** MKTG201 - Sect. 1

File: 14SpringMKTG201-Olson.docx updated: 1/13/14

**Course Title, Credits:** Introduction to Marketing (3 Credits)

### **Required Texts and Materials**

1. *Marketing*; Fourth Edition, Dhruv Grewal and Michael Levy; McGraw-Hill; (c) 2014; ISBN: 0078028833
2. Laptop computer (one that meets the published SNC Laptop Requirements)

### **Additional Recommended Texts and Materials**

1. *The Wall Street Journal (Marketing Section)*

**Term & Year:** Spring 2014

**Course Ref. No. (CRN):** 80103

**Instructor:** Stacy Olson

**Phone(s):** (c) 530-318-1244

**Email:** [solson@sierranevada.edu](mailto:solson@sierranevada.edu)

**Office:** 2nd floor - TCES      **Office Hours:** By appointment

**Class Meeting Time:** M & W: 5:30 - 6:45 p.m.

**Location:** PA - Room 211

**Prerequisites** (from SNC catalog): ECON101 or 201

### **Course Description**

This course covers the set of business functions and techniques related to creating, communicating and delivering value to customers. Specific topics covered include: identifying buyer utility and value, creating a complete product or service offering to satisfy customer needs, 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 marketing to consumers.

### **Methods of Assessing Student Outcomes**

Student outcomes and final grade will be assessed using the following:

1. Homework assignments
2. Tests
3. Final project
4. Class attendance, participation, and small group discussions

### **Instructional Strategies**

This class will utilize lectures, small groups, and individual work using laptop computers, inquiry learning, case studies, and homework assignments. Guest speakers may be invited to speak to special topics. The course makes use of the *Moodle* course management system.

**Attendance**

Students are expected to attend all classes, be attentive and present for the entire duration.

**Class Requirements**

Students are encouraged to bring a laptop computer to each class for note taking purposes, please do not abuse this privilege. Cell phones must be turned off or set to 'silent mode' during class and should not be used to send or receive calls, text messages or for any other purpose unless approved by the instructor.

**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. At a minimum, you will be expected to use the library to read article from the listed newspapers – in electronic or paper form.

**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 SNC 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**

Your final grade will be based on attendance, class participation, homework, tests, and a final project. The details (on pg 5 of this syllabus) will be reviewed in class.

**ADA Accommodations**

In accordance with the Americans with Disabilities Act (ADA) 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). 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. In keeping with the above, ALL COURSE-RELATED COMMUNICATIONS WITH THE PROFESSOR SHOULD BE USING THE SNC EMAIL. EMAIL FROM ANY OTHER DOMAIN WILL BE IGNORED.

**The Sierra Nevada College Mission Statement:**

SNC graduates will be educated to be scholars of and contributors to a sustainable world. SNC 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:**

Jan 22 Introductions, review text & syllabus  
Jan 27 Sec 1.1 Overview of Marketing  
Jan 29 Sec 1.3,4 Social and Mobile Marketing/Marketing Ethics  
Feb 3 Sec 1.5 Analyzing the Marketing Environment (**Sec. 1 homework due**)  
Feb 5 **Case Study**  
Feb 10 Sec 2.6 Consumer Behavior  
Feb 12 Active Learning Project, Guest Speaker  
Feb 17 **SNC closed for President's Day - enjoy!**  
Feb 19 Sec 2.7,8 B to B Marketing/Global Marketing (**Sec. 2 homework due**)  
Feb 24 Sec 3.9 Segmentation, Targeting & Positioning  
Feb 26 Sec 3.10 Marketing Research (**Sec. 3 homework due**)  
Mar 3 **TEST 1**  
Mar 5 Sec 4.11 Product, Branding, and Package Decisions  
Mar 10 Sec 4.12 Developing New Products  
Mar 12 Active Learning Project, Guest Speaker  
Explanation of final Marketing Plan - break into small groups  
  
Mar 17-21 **Spring Break - no classes**  
  
Mar 24 Sec 4.13 Services: the Intangible Product (**Sec. 4 homework due**)  
Mar 26 **Case Study**  
Mar 31 Sec 5.14 Pricing Concepts for Establishing Value  
Apr 2 Sec 5.15 Strategic Pricing Methods (**Sec. 5 homework due**)  
Apr 7 Sec 6.16 Supply Chain and Channel Management  
Apr 9 Sec 6.17 Retailing and Multichannel Marketing (**Sec. 6 homework due**)  
Apr 14 **TEST 2**  
Apr 16 Sec 7.18 Integrated Marketing Communications  
Apr 21 Sec 7.19 Advertising, Public Relations, & Sales Promotions  
Apr 23 Sec 7.20 Personal Selling & Sales Management (**Sec. 7 homework due**)  
Apr 28 Sec 1.2 Developing Marketing Strategies and a Marketing Plan  
Apr 30 **TEST 3**  
  
May 5 Marketing Plans - small group presentations  
  
May 7 Marketing Plans - small group presentations  
  
May 12 **FINAL class: 6:30 - 9:30** Marketing Plans - remaining presentations

## Assessment:

**Final grades will be assessed using the following assessment tools and points:**

1. Homework Assignments: a review of each section (25 points x 7 sections = 175 points)
  - 1-2 typed pages, double spaced, 12 font. Summarize section highlights - comment on specific topics in the section and 'why' you found it interesting
2. 3 Tests (100 points each = 300)
3. 2 Case Studies (75 points each = 125 points)
4. Marketing Plan & Presentation (250 points) - criteria will be handed out & discussed
5. Class attendance & participation; small group involvement (150 points)

### Final Grade/Points:

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