

Course Code & No. - Section: MKTG 201 - Section 2
Course Title (Credits): Introduction to Marketing (3)
Term & Year: Spring / 2015
Course Ref. No. (CRN): 10234

Instructor: Kelly Campbell
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Office: 2nd Floor, TCES
Office Hours: By appointment and immediately following class

Class Meeting Time: Tue & Thu 4:00 – 5:15 p.m.
Location: TCES, Room 215 GCLASS

Prerequisites: 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. Marketing trend 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*; 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.

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 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, 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 Date	Topic & Assigned Readings*	Homework due
1/20/2015	Introductions, review text & syllabus	
1/22/2015	Overview of Marketing - Chapter 1	
1/27/2015	Analyzing the Marketing Environment - Chapter 5	Chapter 1 & 5 case study due
1/29/2015	Consumer Behavior - Chapter 6	
2/3/2015	Segmentation, Targeting & Positioning - Chapter 9	
2/5/2015	Segmentation, Targeting & Positioning	
2/10/2015	Marketing Research - Chapter 10	Chapter 6, 9 & 10 case study due
2/12/2015	Branding	
2/17/2015	Test 1	
2/19/2015	Developing a Marketing Plan - Chapter 2	

2/24/2015	Marketing Ethics - Chapter 4	
2/26/2015	Products, Services & Packaging - Chapter 11 & 13	
3/3/2015	Developing New Products - Chapter 12	
3/5/2015	No Class - meet with your marketing plan groups	Chapter 11 & 12 case study due
3/10/2015	Pricing Concepts for Establishing Value - Chapter 14	
3/12/2015	Strategic Pricing Methods - Chapter 15	Chapter 14 & 15 case study
3/17/2015	Spring Break - No Class	
3/19/2015	Spring Break - No Class	
3/24/2015	Test 2	
3/26/2015	Marketing plan proposal review	Marketing plan proposal due
3/31/2015	Retailing & Multichannel Marketing - Chapter 17	
4/2/2015	Global Marketing - Chapter 8	
4/7/2015	Integrated Marketing Communication - Chapter 18	Chapter 18 case study
4/9/2015	Social & Mobile Marketing - Chapter 3	
4/14/2015	Advertising, Public Relations & Sales Promotion - Chapter 19	
4/16/2015	Advertising, Public Relations & Sales Promotion	
4/21/2015	Guest Speaker - TBD	
4/23/2015	Personal Selling & Sales Management - Chapter 20	Chapter 19 & 20 case study
4/28/2015	Test 3	
4/30/2015	Marketing plan small group prep	
5/5/2015	Marketing plan presentations	
5/7/2015	Prepare for finals - no class	

5/12/15

3:00-

6:00pm Final Exam Period

Please read the assigned readings prior to class*Grading Scale & Assessment:**

- Homework Assignments: (25 pts x 6 sections = 150 pts) - 1-2 typed pages. Answer the case study questions at the end of each assigned chapter. **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 trend presentation: (25 pts) Research a current marketing trend and present a brief overview of the trend to the class. Presentation should be in powerpoint and no more than 5 minutes in length. The topic is up to you but the following websites may be helpful in researching new marketing best practices and trends:
 - <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 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 (1) unexcused absence 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