

Course Code & No. - Section: MKTG 201 - Section 1
Course Title (Credits): Introduction to Marketing
Term & Year: Fall / 2019
Course Ref. No. (CRN): 80287

Instructor: Professor Richard Gire (pronounced “Jeery”), J.D., M.B.A.
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Office: TCES – 2nd Floor
Office Hours: TTh 8:00-9:00am, by appointment only

Class Meeting Time: TTh 3:00-4:45pm
Location: TCES 106

Prerequisites (from Catalog): None
Corequisites (from Catalog):

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. Apply the broad-based principles of marketing in a variety of organizations including large and small for-profit ventures, as well as non-profits and governmental entities.
2. Relate the components of marketing to all aspects of his/her life, both private and professional.
3. More effectively communicate with a targeted recipient(s) based upon solid research and proven techniques of value-added persuasion.
4. Articulate the profound impact of marketing on all of our lives.
5. Speak confidently of both traditional marketing fundamentals and new age digital marketing tools.

Methods of Assessing Student Performance

Student performance will be assessed using the following:

1. Attendance, participation in class discussion and Socratic responses;
2. Regular written and oral communication assignments;
3. Unannounced in-class pop quizzes based upon reading assignments and lecture material;
4. Written in-class, closed-book, midterm examination and comprehensive final examination. The final examination date is not negotiable; students need to plan their summer break accordingly.

Instructional Strategies

This class will utilize lectures, guest speakers, class discussions, case studies, reading, written homework assignments, and oral in-class assignments.

Required Text

Marketing – An Introduction, Gary Armstrong/Philip Kotler, © 2017, Pearson Education Inc., 13th Edition, ISBN 978-0-13-414953-0.

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 3rd and 4th absences will each result in up to 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. Habitual tardiness will not be tolerated and may also result in grade point deductions from a student's attendance/participation grade. Missed pop quizzes may not be made up.

Athletics Excused Absences

The Athletic Director notifies faculty members via email of student athletes with excused absences for training and competition. This email excuses the student athlete from class attendance, **but not from doing the assigned reading or other coursework**. Student athletes are expected to obtain notes/assignments from their classmates and to keep up with all coursework assigned. Pop quizzes missed as a result of an excused absence will not be factored in to a student athlete's grade. Without severe extenuating circumstances, student athletes are only allowed two (2) unexcused absences; hence, a 3rd unexcused absence will earn an "F" in the class.

Class Requirements

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

Student Pets

Pets are not allowed in the classroom with the exception of bona fide service animals required by a student with a severe disability such as blindness, deafness, wheelchair restriction, or seizure disorders. Emotional support animals are not allowed without evidence from a licensed mental health professional of a student's psychological or emotional disability. ESA letters available for sale online will not be accepted for such purposes.

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 members 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. While student collaboration is acceptable and even encouraged, it is important that students recognize the difference between collaboration and plagiarism; the former occurs when students consult each other while each individually prepares an assignment, the latter occurs when one student's work is substantially copied and presented as one's own work. Both the student sharing his/her work and the student copying such work are equally guilty of plagiarism and both will be reported as required by SNC Administration.

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

Grades will be based on the following breakdown:

- 1) Class Attendance/Participation – 20%
- 2) Unannounced Pop Quizzes – 15%
- 3) Regular Written/Oral Communication Assignments – 20%
- 4) Midterm Exam – 20%
- 5) Final Exam – 25%

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 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)

Sept. 17	Housekeeping/Life Lessons/Introductory Materials
Sept. 19	Chapter 1 – Creating Customer Value
Sept. 24	Chapter 2 – Company and Marketing Strategy
Sept. 26	Chapter 3 - Analyzing the Marketing Environment (Market Research)
Oct. 1	Chapter 3 - Analyzing the Marketing Environment (cont.)
Oct. 3	Chapter 4 – Managing Marketing Information
Oct. 8	Chapter 5 – Understanding Consumer and Business Buyer Behavior
Oct. 10	Chapter 6 – Customer Value-Driven Marketing Strategy
Oct. 15	Chapter 6 – Customer Value-Driven Marketing Strategy (cont.)
Oct. 17	Midterm Review Distribution of Midterm Study Guide
Oct. 22	Midterm Exam
Oct. 24	Midterm Post-Mortem
Oct. 29	Chapter 7 – Products, Services, and Brands (the 1 st “P”)
Oct. 31	Chapter 8 – New Product Development/Product Life Cycle
Nov. 5	Chapter 9 – Pricing (the 2 nd “P”)
Nov. 7	Chapter 10 – Marketing Channels (the 3 rd “P”)
Nov. 12	Chapter 12 – Advertising and PR (“Promotion”, the 4 th “P”)
Nov. 14	Chapter 12 – Advertising and PR (cont.)
Nov. 19	Class Oral Presentations
Nov. 21	Class Oral Presentations
Nov. 26	Thanksgiving Break – No Class
Nov. 28	Thanksgiving Break – No Class
Dec. 3	Class Oral Presentations
Dec. 5	Class Oral Presentations Distribution of Final Exam Study Guide
Dec. 10	Final Exam Review
Dec. 12	Final Exam

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**.