

**Course Code & No. - Section:** MKTG 201 - Section 1  
**Course Title (Credits):** Introduction to Marketing  
**Term & Year:** Spring / 2020  
**Course Ref. No. (CRN):** 10506

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

**Class Meeting Time:** TTh 11:00-12:45pm  
**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, communication methods, ethical marketing and, of course, the 4 P’s of marketing: Product, Price, Promotion, and Place (distribution channels).

### 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 orally and in writing to 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 communication assignments;
3. Unannounced in-class pop quizzes based upon reading assignments and lecture material;
4. Written in-class, closed-book, midterm examination; and
5. A culminating oral presentation of a Mini-Marketing plan in lieu of a Final Examination.

## Instructional Strategies

This class will utilize lectures, class discussions, case studies, in-class exercises, reading, written communication homework assignments, and in-class oral presentations.

## Required Text

*Marketing – An Introduction*, Gary Armstrong/Philip Kotler, © 2020, Pearson Education Inc., 14<sup>th</sup> Edition, ISBN 978-0-135-19212-2.

## 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. In the event of an absence, students are expected to obtain notes/assignments from their classmates and to keep up with all coursework assigned. 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 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 preparation/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 on time**. 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 into a student athlete's grade. Without severe extenuating circumstances, student athletes are only allowed two (2) unexcused absences; hence, a 3<sup>rd</sup> 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.

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) Unannounced Pop Quizzes – 15%
- 3) Regular Written Communication Assignments – 20%
- 4) Midterm Exam – 20%
- 5) Mini-Marketing Plan Presentation – 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](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. 21	Housekeeping/Life Lessons/Introductory Materials
Jan. 23	Chapter 1 – Marketing
Jan. 28	Chapter 2 – Company and Marketing Strategy
Jan. 30	Chapter 3 - Analyzing the Marketing Environment
Feb. 4	Chapter 4 – Managing Marketing Information
Feb. 6	Chapter 5 – Understanding Consumer and Business Buyer Behavior
Feb. 11	Chapter 6 – Customer Value-Driven Marketing Strategy
Feb. 13	Chapter 7 – Products, Services, and Brands (the 1 <sup>st</sup> “P”)
Feb. 18	Chapter 8 – New Product Development/Product Life Cycle
Feb. 20	Chapter 9 – Pricing (the 2 <sup>nd</sup> “P”)
Feb. 25	Chapter 10 – Marketing Channels (the 3 <sup>rd</sup> “P”)
Feb. 27	Chapter 12 – Advertising and PR (“Promotion”, the 4 <sup>th</sup> “P”) Distribute Midterm Exam Study Guide
March 3	Midterm Review
March 5	Midterm Exam
March 10	Spring Break – No class
March 12	Spring Break – No class
March 17	Midterm Results
March 19	Chapter 14 – Direct, Online, Social Media, and Mobile Marketing Digital Marketing/Social Media
March 24	Mini-Marketing Plan Instructions/Discussion Exemplary Mini-Marketing Plan Presentation
March 26	No Class – Individual Prep of Mini-Marketing Plan Presentation
March 31	No Class – Individual Prep of Mini-Marketing Plan Presentation
April 2	1 <sup>st</sup> Round – Mini-Marketing Plan Presentations/Critiques
April 7	1 <sup>st</sup> Round - Mini-Marketing Plan Presentations/Critiques
April 9	Case Studies/Marketing Exercises/Flex Class
April 14	Chapter 15 – The Global Marketplace
April 16	Chapter 16 – Sustainable Marketing
April 21	Final Round – Mini-Marketing Plan Presentations
April 23	Final Round – Mini-Marketing Plan Presentations

## 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**.