

BUS 35 – Strategic Marketing Syllabus

Semester & Year: Fall 2012
Course ID and Section Number: BUS 35 – E2304
Number of Credits/Units: 4.0
Day/Time: TTH 10:05AM - 12:10PM
Location: FM Room 107
Instructor's Name: Chris Gaines
Contact Information: Office location: AD 100H
Office hours: M 11:30–12:30, TTH 11:30–1, and by appt
Phone: 707-476-4564
Email: chris-gaines@redwoods.edu

Course Description (catalog description as described in course outline):

An overview of the strategic marketing process including environmental scanning, industry analysis, market analysis, target market definition, marketing strategy creation, financial budgeting and projections. The student will learn the strategic marketing process by creating a professional marketing plan supported by both primary and secondary data sources. Emphasis will be placed on understanding the wants and needs of consumers, differentiating brand identity from competitors, and creating marketing strategies that leverage the competitive advantage of your organization.

Student Learning Outcomes (as described in course outline):

- Identify the differences between strategic and tactical planning.
- Design and develop a data-supported environmental scan.
- Design and develop a data-supported industry analysis.
- Analyze market potential and define potential market segments.
- Conduct a competitive analysis and identify competitive advantage.
- Design and develop marketing strategies, targeting specific consumer targets.
- Create a marketing budget.
- Utilize technology to research and collect data.
- Analyze primary and secondary data to make recommendations for action.
- Communicate effectively, respectfully and professionally with people of diverse ethnic, cultural, gender, and other backgrounds.
- Create a strategic marketing plan supported by data and financial projections.

- Compare and contrast successful marketing strategies in a variety of industries.
- Compare and contrast ethical and unethical marketing practices.
- Create a differentiated brand identity.

Special accommodations: College of the Redwoods complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. Please present your written accommodation request at least one week before the first test so that necessary arrangements can be made. No last-minute arrangements or post-test adjustments will be made. If you have a disability or believe you might benefit from disability related services and may need accommodations, please see me or contact Disabled Students Programs and Services. Students may make requests for alternative media by contacting DSPS.

Academic Misconduct: Cheating, plagiarism, collusion, abuse of resource materials, computer misuse, fabrication or falsification, multiple submissions, complicity in academic misconduct, and/ or bearing false witness will not be tolerated. Violations will be dealt with according to the procedures and sanctions proscribed by the College of the Redwoods. Students caught plagiarizing or cheating on exams will receive an “F” in the course.

The student code of conduct is available on the College of the Redwoods website at:
<http://www.redwoods.edu/District/Board/New/Chapter5/Ap5500.pdf>

College of the Redwoods is committed to equal opportunity in employment, admission to the college, and in the conduct of all of its programs and activities.

Additional Policies, Assignments and Grading

In-class Participation Policy: Your presence and participation will greatly benefit the classroom experience for you and your classmates. For this reason, your final grade will be raised if your in-class participation is good, and penalized if your in-class participation is poor.

The following is a breakdown of 50% of your participation grading:

0 to 2 absences	No Deduction
3 or 4 absences	50 Point Deduction
5 or 6 absences	75 Point Deduction
7 or more absences	Please see the “Excessive Absence Policy” below.

Excessive Absence Policy: Missing 7 or more classes in this course will significantly impact your ability to succeed, and thus, is deemed “excessive.” Any student who is absent for 7 or more class sessions will be dropped from the course.

NOTE: If a fellow student signs the attendance sheet for you – you will both lose 100 points from your class total. If you sign the attendance sheet for a day that you were absent – you will lose 100 points.

Participants in intercollegiate events or students with employment conditions that will cause them to miss classes should see me to discuss attendance alternatives. The only exception to this attendance policy is for an unusual emergency, such as a prolonged illness or family emergency.

I will only make allowances for such an emergency if I am notified in **advance** that you will be unable attend class.

Code of Conduct (The “other” 50% of your participation grade): Professional conduct is built upon the idea of mutual respect. One-half of your class participation points will be determined based upon (but not limited to) the following criteria:

- **Attending the class.** Please see attendance policy above.
- **Arriving on time.** Late arrivals are disruptive to both lectures and class discussion, and show disrespect to those who are on time.
- **Participating in the Daily News discussions in class.**
- **Minimizing disruptions.** All cell phones and pagers should be turned off during class. You should not leave and re-enter the class. You should avoid engaging in side conversations after class has begun.
- **Being prepared for class.** You should be ready to discuss any assigned readings and to answer any assigned questions for each day’s class, including being ready to open a case assigned for that day.

- **Turning off your cell phone (or any other electronic device) prior to class.** Please turn your phones off prior to entering the classroom.
- **RESPECT.** You should act respectfully toward all class participants.

Participation and Daily News Analysis: Each class you will be asked to come prepared to present a current news story that is relevant to the subject of marketing. My experience has shown that when students participate and become involved in class discussions (active learning) the amount of comprehension increases exponentially. My perceptions of your contribution to the news discussions will impact the class participation portion of your final grade. **Please note: You must be in attendance to receive participation credit.**

“Fieldwork” – Interview Assignment: There is no better way to learn about the requisite skills needed to become a successful marketer than to get out in the “field” and talk with one. In order to encourage this interaction, there will be one interview assignment due during the semester (please see the Schedule for due date). **Each student will be required to present his or her findings to the class on the date that the interview assignment is due.** We will discuss possible interview questions in class.

Midterm # 1 and # 2: Please review the Schedule of Events for the required chapters for each midterm. All students are highly encouraged to download the test bank quizzes for each chapter from the MyCR “Resources” page. The questions included in these quizzes will help prepare you for your midterm exams.

Team Marketing Plan (Assignments and Final Paper): The requirements for the Team Marketing Plan, and related assignments, will be discussed at length in class. In brief, a portion of each class session will be devoted to discussing the many challenges that a marketer faces when starting a new business. Each team will be required to utilize course concepts, and the group’s collective creativity, to create a viable Marketing plan. At the end of the semester, each team will be required to present their plan to the class.

Team Marketing Plan Presentation: We will discuss topics related to the "art" of public speaking and the inevitable anxiety that we *all* feel prior to a speech or presentation. It is my hope that we can learn to harness our nerves related to public speaking and support each other in our presentations - as they say, "we are all in this together."

For your presentation, your team will be asked to play the role of the “decision makers” within an entrepreneurial start-up company. You will present your marketing plan to a classroom of potential investors. Your collective creativity, enthusiasm, and thorough research will either convince our class to invest in your new company...or not. We will discuss the requirements of the presentation at length in class. There will be two assignments due prior to your presentation date. These “deadlines” are meant to monitor your progress as a group, and to make sure that you are on the right track. Please refer to the class schedule for the due dates of these assignments.

PLEASE NOTE: Attendance is required for all presentations; there will be no make-up presentations. It is expected that you will attend your fellow classmates' presentations as a professional courtesy – even if you have already completed your presentation.

Grading (The Bottom Line): Grades will be assigned using the following performance measures:

Participation – Including News Analysis	100 Points
“Fieldwork” Interview Assignment (1 X 40)	40 Points
Homework (4 X 10)	40 Points
Midterms (2 X 100)	200 Points
Team Contract Assignment	10 Points
Team Presentation – Rough Draft – Peer Evaluation	10 Points
Team Presentation	100 Points
Total Points Possible	500 Points

Please note: The above point totals are tentative and subject to change.

100% - 93%	A	92.9% - 90%	A-	89.9% - 87%	B+
86.9% - 83%	B	82.9% - 80%	B-	79.9% - 77%	C+
76.9% - 70%	C	69.9% - 60%	D	59.9% - 0%	F

If your final grade is “on the bubble” (e.g., 79% or 89%), ***class participation and attendance*** will be the deciding factor.

Schedule of Events

(Tentative - Subject to Change)

DATE	READING AND QUIZ SCHEDULE	EVENTS AND ASSIGNMENTS/ACTIVITY DUE DATES
Tuesday, August 28, 2012	INTRODUCTIONS	<u>Who Am I, Who Are You, and Where Are We Going?</u> <u>Prologue: Planning a career in Marketing and/or Entrepreneurship</u>
Thursday, August 30, 2012	CH. 1	<u>The Art and Science of Marketing</u> Chapter 1 - Video Case
Tuesday, September 04, 2012	CH. 2	<u>Strategic Planning and the Marketing Process</u> Chapter 2 - Video Case
Thursday, September 06, 2012	CH. 3	<u>Marketing Environment and Ethics</u> Chapter 3 - Video Case
Tuesday, September 11, 2012	CH. 5	<u>Consumer Behavior & Target Market</u>
Thursday, September 13, 2012	CH. 5	<u>Consumer Behavior & Target Market</u> Chapter 5 - Video Case
Tuesday, September 18, 2012	CH. 9	<u>Target Market</u>
Thursday, September 20, 2012	CH. 9	<u>Target Market</u> Chapter 9 - Video Case
Tuesday, September 25, 2012	MIDTERM REVIEW	MIDTERM # 1 - REVIEW SESSION
		<u>Ch. 1-3, 5, 9</u>
Thursday, September 27, 2012	MIDTERM # 1	MIDTERM # 1
		<u>Ch. 1-3, 5, 9</u>
Tuesday, October 02, 2012	CH. 11	<u>Product and Service Strategies</u> Chapter 11 - Video Case
Thursday, October 04, 2012	CH. 19	<u>Pricing Strategies</u> Chapter 19 - Video Case
Tuesday, October 09, 2012	SPECIAL TOPICS	<u>Special Topics</u>
Thursday, October 11, 2012	INTERVIEW PRESENTATIONS	INTERVIEW PRESENTATIONS AND 1-PAGE SUMMARY DUE
		<u>Interview Presentations</u>
Tuesday, October 16, 2012	CH. 16	<u>Advertising and Public Relations</u> Chapter 16 - Video Case
Thursday, October 18, 2012	CH. 16	<u>Advertising and Public Relations</u> Chapter 16 - Video Case
Tuesday, October 23, 2012	CH. 17	<u>Personal Selling and Sales Promotion</u> Chapter 17 - Video Case
Thursday, October 25, 2012	CH. 17	<u>Personal Selling and Sales Promotion</u> Chapter 17 - Video Case

Tuesday, October 30, 2012	MIDTERM REVIEW	MIDTERM # 2 - REVIEW SESSION
		<u>Ch. 11, 16, 17, 19</u>
Thursday, November 01, 2012	MIDTERM # 2	MIDTERM # 2
		<u>Ch. 11, 16, 17, 19</u>
Tuesday, November 06, 2012	SLIDES 8-11	TEAM CONTRACT DUE
		<u>Market Description / Target Market / Industry Analysis</u>
Thursday, November 08, 2012	SLIDES 13, 14	COMPETITION & STRATEGIC POSITION & BRAND ESSENCE DUE
		<u>Product and Price Strategies</u>
Tuesday, November 13, 2012	SLIDES 15, 16	<u>Promotion and Distribution Strategies</u>
Thursday, November 15, 2012	SLIDE 12	4 P's OVERVIEW DUE
		<u>Word of Mouth Strategies</u>
Tuesday, November 20, 2012	ATTENDANCE MANDATORY	<u>Finalize rough draft</u>
Thursday, November 22, 2012	THANKSGIVING	NO CLASS TODAY
		<u>THANKSGIVING - ENJOY!</u>
Tuesday, November 27, 2012	PEER REVIEWS	<u>Peer review of presentations</u>
Thursday, November 29, 2012	PRESENTATIONS - ATTENDANCE MANDATORY	FINAL DRAFT: MARKETING PLANS DUE
		<u>Marketing Plan Presentations</u>
Tuesday, December 04, 2012	PRESENTATIONS - ATTENDANCE MANDATORY	<u>Marketing Plan Presentations</u>
Thursday, December 06, 2012	PRESENTATIONS - ATTENDANCE MANDATORY	<u>Marketing Plan Presentations</u>
Thursday, December 13, 2012	FINALS WEEK - ATTENDANCE MANDATORY TIME: 10:45AM - 12:45PM	<u>Marketing Plan Presentations</u>