

BUS 35 – Strategic Marketing Syllabus

Semester & Year:	Spring 2013
Course ID and Section Number:	BUS 35 – E2521
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: MW 11:30–12:30, TTH noon–1, and by appt Phone: 707-476-4564 Email: chris-gaines@redwoods.edu (preferred contact method)

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://redwoods.edu/District/Board/New/Chapter5/AP%205500%20Conduct%20Code%20final%2002-07-2012.pdf>

Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is located in the college catalog and on the College of the Redwoods homepage.

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.

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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. If you fail to attend your scheduled presentation, you will not receive any points for your group work (regardless of contributions to the team effort prior to the presentation date).

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 assignments and point totals are tentative / 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, January 15, 2013	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, January 17, 2013	CH. 1	<u>An overview of marketing</u>
Tuesday, January 22, 2013	CH. 2	<u>Strategic Planning for competitive advantage</u>
Thursday, January 24, 2013	CH. 3	<u>Ethics and social responsibility</u>
Tuesday, January 29, 2013	CH. 6	<u>Consumer decision making</u>
Thursday, January 31, 2013	CH. 6	<u>Consumer decision making</u>
Tuesday, February 05, 2013	CH. 8	<u>Segmenting and targeting markets</u>
Thursday, February 07, 2013	CH. 8	<u>Segmenting and targeting markets</u>
Tuesday, February 12, 2013	MIDTERM REVIEW	MIDTERM # 1 - REVIEW SESSION
		<u>Ch. 1-3, 6, 8</u>
Thursday, February 14, 2013	MIDTERM # 1	MIDTERM # 1
		<u>Ch. 1-3, 6, 8</u>
Tuesday, February 19, 2013	CH. 11	<u>Developing and managing products</u>
Thursday, February 21, 2013	CH. 19	<u>Pricing Concepts</u>
Tuesday, February 26, 2013	SPECIAL TOPICS	<u>Special Topics</u>
Thursday, February 28, 2013	INTERVIEW PRESENTATIONS	INTERVIEW PRESENTATIONS AND 1-PAGE SUMMARY DUE
		<u>Interview Presentations</u>
Tuesday, March 05, 2013	CH. 17	<u>Advertising and Public Relations</u>
Thursday, March 07, 2013	CH. 17	<u>Advertising and Public Relations</u>

Tuesday, March 12, 2013	SPRING BREAK	<u>SPRING BREAK</u>
Thursday, March 14, 2013	SPRING BREAK	<u>SPRING BREAK</u>
Tuesday, March 19, 2013	CH. 18	<u>Sales Promotion and Personal Selling</u>
Thursday, March 21, 2013	CH. 18	<u>Sales Promotion and Personal Selling</u>
Tuesday, March 26, 2013	MIDTERM REVIEW	MIDTERM # 2 - REVIEW SESSION
		<u>Ch. 11, 17-19</u>
Thursday, March 28, 2013	MIDTERM # 2	MIDTERM # 2
		<u>Ch. 11, 17-19</u>
Tuesday, April 02, 2013	SLIDES 8-11	TEAM CONTRACT DUE
		<u>Market Description / Target Market / Industry Analysis</u>
Thursday, April 04, 2013	SLIDES 13, 14	COMPETITION & STRATEGIC POSITION & BRAND ESSENCE DUE
		<u>Product and Price Strategies</u>
Tuesday, April 09, 2013	SLIDES 15, 16	<u>Promotion and Distribution Strategies</u>
Thursday, April 11, 2013	SLIDE 11	<u>Brand Essence</u>
Tuesday, April 16, 2013	SLIDE 12	4 P's OVERVIEW DUE
		<u>Word of Mouth Strategies</u>
Thursday, April 18, 2013	SLIDE 17	<u>Marketing budget and justifications for each strategy (function / ROI)</u>
Tuesday, April 23, 2013	GROUP WORK	<u>GROUP WORK</u>
Thursday, April 25, 2013	ATTENDANCE MANDATORY	<u>Finalize rough draft / peer evaluation of rough draft presentation</u>
Tuesday, April 30, 2013	ATTENDANCE MANDATORY	<u>Marketing Plan Presentations</u>
Thursday, May 02, 2013	ATTENDANCE MANDATORY	FINAL DRAFT: MARKETING PLANS DUE
		<u>Marketing Plan Presentations</u>