

# **BUS 35 – Strategic Marketing Syllabus**

**Semester & Year:** Spring 2014  
**Course ID and Section Number:** BUS 35 – E4602  
**Number of Credits/Units:** 4.0  
**Day/Time:** TTH 10:05AM - 12:10PM  
**Location:** HU 218 (Humanities Building)  
**Textbook:** MKTG 7 (7<sup>th</sup> Edition) – Lamb, Hair, McDaniel (Cengage)  
**Instructor's Name:** Chris Gaines  
**Contact Information:** Office location: HU 108B (Humanities Building)  
Office hours: W 9-10AM, TTH 12:15-1:15PM, and by appt  
Phone: 707-476-4564  
Email: [chris-gaines@redwoods.edu](mailto: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):**

1. Analyze situations and apply marketing terms and concepts to make business decisions.
2. Write a comprehensive marketing plan.

**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 DSPTS.

**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           | <b>No Deduction</b>                                             |
| 3 or 4 absences           | 50 Point Deduction                                              |
| 5 or 6 absences           | 75 Point Deduction                                              |
| <b>7 or more absences</b> | <b>Please see the<br/>“Excessive Absence<br/>Policy” below.</b> |

**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        |
| <b>Total Points Possible</b>                      | <b>500 Points</b> |

**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.

## Work Schedule

| Week    | Chapter (s)    | Notes                                                                                                        |
|---------|----------------|--------------------------------------------------------------------------------------------------------------|
| Week 1  | 1              | Please be sure to buy your textbook and login to our MyCR site to access course materials.                   |
| Week 2  | 2              | Attend class, ask questions, and read materials.                                                             |
| Week 3  | 3              | Attend class, ask questions, and read textbook.                                                              |
| Week 4  | 6              | Attend class, ask questions, and read textbook. Prepare for upcoming midterm by reviewing previous chapters. |
| Week 5  | 8              | Attend class, ask questions, and read textbook. Prepare for upcoming midterm by reviewing previous chapters. |
| Week 6  | 1-3, 6, 8      | <b>Midterm # 1 (exact date TBD).</b> Attend class, ask questions, and read textbook.                         |
| Week 7  | 11             | Attend class, ask questions, and read textbook.                                                              |
| Week 8  | 19             | Attend class, ask questions, and read textbook.                                                              |
| Week 9  | 16             | <b>Interview Presentations (exact date TBD).</b> Attend class, ask questions, and read textbook.             |
| Week 10 | 16, 17         | Attend class, ask questions, and read textbook. Prepare for upcoming midterm by reviewing previous chapters. |
| Week 11 | 11, 16, 17, 19 | <b>Midterm # 2 (exact date TBD).</b> Attend class, ask questions, and read textbook.                         |
| Week 12 | Project        | <b>Team formation.</b> Attendance mandatory.                                                                 |
| Week 13 | Project        | Group work. Slides 5-9.                                                                                      |
| Week 14 | Project        | Group work. Slides 10-15.                                                                                    |
| Week 15 | Presentations  | Group work. Finalize, practice, and deliver presentations.                                                   |
| Week 16 | Presentations  | <b>Final presentations – Attendance mandatory to receive credit.</b>                                         |

**Note:** The work schedule above is subject to change. If you are absent for your group presentation, you will not receive credit for the assignment. Your final score will also be influenced by the feedback received from your peers via the Peer Evaluation form. This form is included on our MyCR site and the process will be discussed at length in class.