

BUS 35 – Strategic Marketing Syllabus*	
Semester & Year:	Fall 2015
Course ID and Section Number:	BUS 35 – E8094
Number of Credits/Units:	4.0
Day/Time:	TTH 10:05AM - 12:10PM
Location:	HU 218 (Humanities Building)
Textbook:	MKTG 9 (9 th Edition) – Lamb, Hair, McDaniel, Cengage Learning, ISBN: 978-1-285-86014-5
Instructor's Name:	Chris Gaines (Laura Wolfsen substitute teacher)
Contact Information:	Office location: AT 139 Office hours: MW 11:30am - 1pm and by appt. Phone: 707-476-4564 Email: chris-gaines@redwoods.edu (preferred contact method) Laura Wolfsen office hours: ½ hour before and after class; by appointment; email: laura-wolfsen@redwoods.edu or via Canvas email.
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.

***Note: This Syllabus is subject to change**

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.

Learning Environment: "It is expected that students will govern themselves in a manner that demonstrates appropriate behavior with emphasis on self-respect and respect for others.

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 partial breakdown of your participation grade:

0 to 2 absences	No Deduction
3 or 4 absences	20 Point Deduction
4 or more consecutive, unexcused absences	Please see the "Excessive Absence Policy" below.

Excessive Absence Policy: Missing four (4) or more consecutive, unexcused classes in this course will significantly impact your ability to succeed, and thus, is deemed "excessive." Any student who is absent for four (4) or more consecutive, unexcused 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 - Professional conduct is built upon the idea of mutual respect. Each member of the class, instructor and student alike, is responsible for creating an effective, collegial, and enjoyable classroom environment, which is an essential part of the learning process. **Persistent disruptive behavior on the part of any student(s) will not be tolerated.**

The remainder 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.
- **Actively participating in the Daily News discussions in class.** It is not enough to sit in your seat and listen. Please share your thoughts, ask questions, and challenge course material.
- **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.
- **Please do not wear sunglasses in class; No gum allowed in the classroom.**
- **RESPECT.** You should act respectfully toward all class participants.

Quizzes: There will be a quiz for every chapter. For Midterm #1 (Ch 1-3, 6 , 8)) there will be five quizzes with the "Best of Four" counting toward the grade. For Midterm #2 (Ch 11, 16, 17, 19, 20) there will be five quizzes with the "Best of Four" counting toward the grade.

Participation and Daily News Analysis: Each week of 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. Each week where this assignment is scheduled, contributing to the discussion and turning in your Daily News item is worth 10 points. **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 via a powerpoint presentation 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.

Work Schedule

Week	Chapter (s)	Notes
Week 1 8/25 & 27	1	Please be sure to buy your textbook and login to our MyCR site to access course materials.
Week 2 9/1 & 3	2	Attend class, ask questions, and read materials.
Week 3 9/8 & 10	3	Attend class, ask questions, and read textbook.
Week 4 9/15 & 17	6	Attend class, ask questions, and read textbook. Prepare for upcoming midterm by reviewing previous chapters.
Week 5 9/22 & 24	8	Attend class, ask questions, and read textbook. Prepare for upcoming midterm by reviewing previous chapters.
Week 6 9/29 & 10/1	1-3, 6, 8	Midterm #1 Review Midterm #1 Exam
Week 7 10/6 & 8	11	Attend class, ask questions, and read textbook.
Week 8 10/13 & 15	16, 17	Attend class, ask questions, and read textbook.
Week 9 10/20 & 22	19, 20	Attend class, ask questions, and read textbook.
Week 10 10/27 & 29		Interview Presentations
Week 11 Nov 3 & 5	11, 16, 17, 19, 20	Midterm #2 Review Midterm #2 Exam

Week 12 11/10 & 12	Project	Team formation. Attendance mandatory.
Week 13 11/18 & 19	Project	Group work. Slides 5-9.
Week 14 11/24	Project	No class on Thursday, November 26th (Thanksgiving). Group work. Slides 10-15.
Week 15 12/1 & 3	Presentations	Group work. Finalize, practice, and deliver presentations.
Week 16 12/10 10:45 am	Presentations	Final presentations – Attendance mandatory to receive credit.

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 Canvas site and the process will be discussed at length in class.