

Syllabus for Strategic Marketing – Del Norte Education Center

Semester & Year	Spring, 2016	
Course ID and Section #	BUS-35-D9481	
Instructor's Name	Bernadette Johnson	
Day/Time	M/W 5:30 -7:35 pm	
Location	DM34	
Number of Credits/Units	4 Units	
Contact Information	<i>Office location</i>	N/A
	<i>Office hours</i>	By appointment - My goal is to respond to messages within 24 hours. If you have an urgent matter, please feel free to make multiple attempts to contact me.
	<i>Phone number</i>	(707) 460-0957
	<i>Email address</i>	bernadette-johnson@redwoods.edu
Textbook Information	<i>Title & Edition</i>	MKTG Principles of Marketing 9 th Ed.
	<i>Author</i>	Lamb, Hair, McDaniel
	<i>ISBN</i>	978-1-285-86930-8
Course Description		
<p>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.</p>		
Student Learning Outcomes		
<ol style="list-style-type: none"> 1 Analyze situations and apply marketing terms and concepts to make business decisions. 2 Write a comprehensive marketing plan. 		
Special Accommodations		
<p>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 at 707-465-2352.</p>		
Academic Support		
<p>Academic support is available at Counseling and Advising and includes academic advising and educational planning, Academic Support Center for tutoring and proctored tests, and Extended Opportunity Programs & Services, for eligible students, with advising, assistance, tutoring, and more.</p>		
Academic Honesty		
<p>In the academic community, the high value placed on truth implies a corresponding intolerance of scholastic dishonesty. In cases involving academic dishonesty, determination of the grade and of the student's status in the course is left primarily to the discretion of the faculty member. In such cases, where the instructor determines that a student has demonstrated academic dishonesty, the student may receive a failing grade for the assignment and may be reported to the Chief Student Services Officer or</p>		

Syllabus for Strategic Marketing – Del Norte Education Center

designee. The Student Code of Conduct (AP 5500) is available on the College of the Redwoods website at: www.redwoods.edu/district/board/new/chapter5/documents/AP5500StudentConductCodeandDisciplinaryProcedurerev1.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 website.

Disruptive Classroom Behavior

Student behavior or speech that disrupts the instructional setting will not be tolerated. Disruptive conduct may include, but is not limited to: unwarranted interruptions; failure to adhere to instructor's directions; vulgar or obscene language; slurs or other forms of intimidation; physically or verbally abusive behavior. In such cases, where the instructor determines that a student has disrupted the educational process, a disruptive student may be temporarily removed from class. In addition, he or she may be reported to the Chief Student Services Officer or designee. The Student Code of Conduct (AP 5500) is available on the College of the Redwoods website at:

www.redwoods.edu/district/board/new/chapter5/documents/AP5500StudentConductCodeandDisciplinaryProcedurerev1.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 website.

Emergency Procedures for the Del Norte campus:

Please review the campus evacuation sites, including the closest site to this classroom (posted by the exit of each room). The Crescent City campus emergency map is available at (<http://www.redwoods.edu/District/Maps/dnmap.asp>). For more information on Public Safety, go to <http://redwoods.edu/safety/> In an emergency that requires an evacuation of the building:

- Be aware of all marked exits from your area and building.
- Once outside, move to the nearest evacuation point outside your building:
- Keep streets and walkways clear for emergency vehicles and personnel.
- Do not leave campus, unless it has been deemed safe by the campus authorities.

RAVE – College of the Redwoods has implemented an emergency alert system. In the event of an emergency on campus, you can receive an alert through your personal email, and/or phones at your home, office, and cell. Registration is necessary in order to receive emergency alerts. Please go to <https://www.GetRave.com/login/Redwoods> and use the “Register” button on the top right portion of the registration page to create an account. During the registration process you can elect to add additional information, such as office phone, home phone, cell phone, and personal email. Please use your CR email address as your primary Registration Email. Your CR email address ends with “redwoods.edu.” Please contact Public Safety, [707-476-4112](tel:707-476-4112), security@redwoods.edu, if you have any questions.

Classroom Behavior and Professionalism:

Students are expected to maintain a professional attitude and treat others with respect. Open discussion and debate is expected but students are encouraged to refrain from the use of offensive language when engaging with others in class as this does not demonstrate professional behavior in the business world. Please consult with your instructor if you have any concerns or need help with the academic content or other expectations of this course. Electronic devices are only permitted for educational purposes. If you have an emergency and must take a phone call, please excuse yourself from class. This class requires participation in teams. Your attendance has an impact on others. Please be proactive in communicating promptly with your instructor and teammates should any challenges arise.

Syllabus for Strategic Marketing – Del Norte Education Center

Canvas:

Grades will be made available on CANVAS so you can track your progress. If you have questions or concerns please see me for assistance.

Course Schedule:

You can use the schedule below to assist you in tracking and planning for assignments throughout the semester. Be aware that changes may be made as needed, so contact me if you are unsure about an assignment.

Due Date	Assignment	Notes
Jan 18	Holiday – Dr. King Day No Classes	
Jan 20	First meeting : Review syllabus and Canvas	
Jan 25	Read Chapter 1 and complete quiz #1 Current Event #1	Quizzes and current events are completed on Canvas
Jan 27	Current Event #2	
Jan 29	Last Day to drop and receive a refund.	
Feb 1	Read Chapter 2 and complete quiz #2 Current Event #3	
Feb 3	Current Event #4	
Feb 8	Read Chapter 3 and complete quiz #3 Current Event #5	
Feb 10	Current Event #6	
Feb 15	NO CLASS PRESIDENTS DAY	
Feb 17	Read Chapter 6 and complete quiz #4 Current Event #7	
Feb 22	Read Chapter 8 and complete quiz #5 Current Event #8	
Feb 24	Current Event #9	
Feb 29	Read Chapter 11 and complete quiz #6 Current Event #10	
March 2	Current Event #11	
March 7	Mid Term Review Current Event #12	
March 9	Mid Term Exam	
March 14-18	Spring Break No Classes	
March 21	Read Chapter 16 and complete quiz #7 Current Event #13	
March 23	Current Event #14	

Syllabus for Strategic Marketing – Del Norte Education Center

March 28	Read Chapter 17 and complete quiz #8 Current Event #15	
March 30	Current Event #16	
April 4	Read Chapter 19 and complete quiz #9 Current Event #17	
April 6	Current Event #18	
April 11	Read Chapter 20 and complete quiz #10 Current Event #19	
April 13	Current Event #20	
April 18	Individual Presentations	
April 20	Individual Presentations	
April 25	Team Presentations	
April 27	Team Presentations	
May 2	Final Review	
May 4	Final Review/Celebration Pot Luck?	
May 9	Final Exam	

Current Events (200 points total)

Each student can earn up to **200 points** by completing, turning in and being prepared to share 20 current events throughout the course (one each class meeting). Below are the criteria for current events:

- ✓ Article is no more than one year old.
- ✓ Article is from a credible business or other news source.
- ✓ Student has answered the following questions:
 1. Why did I choose this article?
 2. How does it relate to a topic in the course/textbook*? (Please cite textbook page number).
 3. What did I learn from reading it? What questions did it spark?

Student is prepared to share with the class responses to the questions.

Mondays: Current event may be on any marketing topic.

Wednesdays: Current event must relate to the assigned reading for the week.

Current events are to be turned in on Canvas with either an attachment of the article or a link to it. Use complete sentences and check your punctuation and grammar is correct. Slang and “texts speak” are not appropriate for college writing. You will lose points if your grammar mistakes are distracting from the content of your writing. If you are having trouble with your writing assignments please ask for help and/or participate in the tutoring services that are available on campus. Students may earn up to 10 points for each current event.

Reading Quizzes (100 points total)

Students are to complete one reading quiz available on Canvas for each chapter assigned in your textbook. These quizzes are open book and must be completed prior to the beginning of class (Monday) each week. You are expected to bring your textbook to class and come prepared to discuss the reading that was assigned.

Class Participation (140 points total)

Students are expected to come prepared to discuss reading assignments and current events. In addition, there will be in class activities and reflections that will be an essential part of our learning together. Your contribution to open dialogue and intellectual discovery will make the class more enjoyable and rewarding for all. Students may earn up to **5 points per class** (excluding the final exam). Points may be deducted for leaving early, coming late and/or failing to contribute to the class. It is rude and disrespectful to “disappear” during breaks; please let me know if you have to leave early.

Individual Project – Marketing Professional Profile (100 points)

Students are to complete an individual profile/case study of a marketing professional to be presented in class. The goal of this project is for students to gain insight into careers in the marketing field. You may conduct an in person interview if you are able. Students will prepare a 3 page typed essay describing the profile of a marketing professional, detailing his or her experience, products and/or companies that have worked with and specific philosophies or approaches they take to their work as well as challenges they have faced. Your findings will be presented to the class on either April 18th or April 20th.

Team Project (200 points) Due April 25th.

Component #1 (100 points) –Marketing Plan

Your team will design a marketing plan. The plan is to be prepared in a professional, creative and appealing format with attention paid to details such as font, color, binder/folder, pictures etc. Teams will provide 3 copies of the final marketing plan to be passed around the class during the presentation.

The plan will include:

- 1) Business Mission
- 2) Marketing Objectives/Goals
- 3) Target Market
- 4) Marketing Mix: product, distribution, promotion, pricing
- 5) SWOT analysis

Component #2: Presentation – 50 points

Your team will prepare a Power Point or Prezi highlighting items from your marketing plan. Your presentation should be 20-30 minutes including questions from the class. Your presentation will be graded on the following items:

- 1) Professionalism/Polish/Style
- 2) Equal participation of all team members
- 3) Organization/Structure/Transitions
- 4) Knowledge of content
- 5) Ability to answer questions and accept feedback

Component #3: Team Reflection – 50 points

Your team will prepare a 2-3 page typed reflection on the experience of working in a team. You are encouraged to include each person’s contribution to the team, examples of challenges you faced and how you overcame them, your understanding of why working in a team is a valuable skill and things you would do differently next time. Use complete sentences, correct grammar and punctuation.

Please note: Attendance is required for all team presentations. If you fail to attend your scheduled presentation you will not receive any points for your group work regardless of how much you contributed prior to the presentation.*

*An exception may be considered for an unplanned medical or family emergency but official documentation will be required and all points from the presentation portion (50 points) will be deducted from your grade.

Mid Term – 100 points

The midterm exam will cover chapters: 1,2,3,6,8,11. It will be completed in class on Canvas. The exam may be comprised of multiple choices, short answer, fill in the blanks and true false questions. A study guide will be provided. The exam is scheduled for **Wed, March 9th**.

Final Exam – 160 points

The midterm exam will be cumulative and will include chapters: 1,2,3,6,8,11,16,17,19,20. It will be completed in class on Canvas. The exam may be comprised of multiple choices, short answer, fill in the blanks and true false questions. A study guide will be provided. The final exam is scheduled for **Monday, May 9th** during our regular class time.

Late Work

Students are expected to turn in work on the day it is due, per the course outline provided. Late work may be subject to up to a 20% reduction in points. If you are unable to turn in an assignment on time due to a legitimate emergency, please contact me as soon as possible. If you have a planned absence (such as travel or a doctor’s appointment) you must discuss this in advance.

No late assignments will be accepted after May 9th.

Final Grading (1000 points possible)

A	93-100%
A-	90-92%
B+	87-98%
B	83-86%
B-	80-82%
C+	77-79%
C	70-76%
D	60-69%
F	59% or below