



**TGBM 350 VCH: Marketing**  
Fall 2016

Michelle Gladstone  
[mgladstone@nwic.edu](mailto:mgladstone@nwic.edu)  
(360) 392-4274  
Kwina building #15 office #103

Credits: 5  
Class Time: KW 114 Wed 2pm – 4pm, & Canvas online classroom  
Office Hours:

***NWIC MISSION STATEMENT***

*Through education, Northwest Indian College promotes indigenous self-determination and knowledge*

---

**Course Prerequisites:** ECON 203

**Required Text**

Marketing 2014, Pride, William; Ferrel O.C. Cengage Learning ISBN 1133939252

**Course Description**

Provides comprehensive content and information that inform marketing practices. Presents components of an overall strategic marketing model. Explores marketing and themes unique to Native-owned businesses operating in Indian Country, including, but not limited to, marketing for hospitality, casinos, and tourism.

**Course Outcomes**

1. Discriminate, construct and propose branded strategies that align with tribal long-term strategic marketing goals and objectives.
2. Compare and contrast demographic trends to understand customer preferences and diversity.
3. Conduct market research with industry-based vendors for collecting data to assess their enterprises position with competing properties in their region and market.
4. Explain methods for current market trends promoting tribal business enterprises to a multinational market.

**BA TGBM Program and Institutional Outcomes**

Students are expected to meet the following program outcomes (linked to the indicated institutional outcomes) at least the threshold level of proficiency:

3. Management and Administration (institutional outcomes #3,4,7) b. management structures (Developing level)
4. Entrepreneurship (institutional outcomes #7, 8) b.utilize resources (Developing level)

**5.Economic Development (institutional outcomes #7,8) a.utilize process (Developing level)  
b. emplye practices (Developing level)**  
(see [BA TGBM Program Outcomes](#) and [Institutional Outcomes](#) Webpages for more information)

**Course Requirements and Expectations**

Students taking the online hybrid course will need to have high speed internet access, computer with a webcam (with mic) or a headset with a microphone. Please make sure you have the technology to interact with our Canvas classroom.

Class participation is based on students’ attendance, preparedness for class, verbal and written participation. Please log into class on time and be prepared with the information, assignments, or readings necessary for class. While attending digitally you still need to be available for class discussions, feedback, and assignments at ALL times during the class session. While in class, please be courteous and keep your microphone muted unless actively engaging with discussion during class time. The background noise from multiple microphones can become distracting. It is expected that you will maintain a visual presence in class via your webcam. Please make it your priority to attend every scheduled class session. Learning is a cumulative process and we will build on material covered in previous class sessions. I’ll do my best to keep it relevant, fun, and interesting.

Students who have a valid issue that prevents them from attending class need to notify the instructor **prior** to the start of class, email messaging is preferred but phone message is acceptable. It is understood in some situations an absence will be unavoidable. In those situations students will be given the opportunity to make up attendance and participation by watching recordings of the class session that has been missed. Embedded in the recorded class session will be participation questions. If those questions are answered and submitted to the instructor within 1 week of the scheduled class session, attendance and participation points will be awarded based on the agreement reached between student and instructor.

Any exceptions to this attendance policy must be approved by the TGBM Department Chair and the instructor in writing before the start of the quarter.

***It will not be possible to earn a passing grade if a student misses more than 30% of this class without notifying the instructor.***

**Evaluation & Assessment**

Attendance and Participation	30%
Reading and Assignments	20%
Midterm and Final	50%

**Attendance and Participation (30%):**

Students taking the online hybrid course will need to have high speed internet access, computer with a webcam (with mic) or a headset with a microphone. Please make sure you have the technology to interact with our Canvas classroom.

Class participation is based on students' attendance, preparedness for class, verbal and written participation. Please log into class on time and be prepared with the necessary information, assignments, or readings. While attending digitally you still need to be available for class discussions, feedback, and assignments at ALL times during the class session. While in class, please be courteous and keep your microphone muted unless actively engaging with discussion during class time. The background noise from multiple microphones can become distracting. It is expected that you will maintain a visual presence in class via your webcam. Please make it your priority to attend every scheduled class session. Learning is a cumulative process and we will build on material covered in previous class sessions. I'll do my best to keep it relevant, fun, and interesting.

Students who have a valid issue that prevents them from attending class please notify the instructor **prior** to the start of class, email messaging is preferred but phone message is acceptable. It is understood in some situations an absence will be unavoidable. In those situations students will be given the opportunity to make up attendance and participation.

Any exceptions to this attendance policy must be approved by the TGBM Department Chair and the instructor in writing before the start of the quarter.

*It will not be possible to earn a passing grade if a student misses more than 30% of this class without notifying the instructor.*

**Assignments (20%):**

Assignments typically require the student to apply concepts learned in class to a particular situation. All of your work should be submitted on or before the assigned due date.

***Late assignments will have 10% deducted for each day that they are late.***

**Midterm and Final (50%):**

One exam will be given at the midterm. The questions on the exams will be essay/short answer, fill in the blank, multiple-choice, or true/false. The information in the test will come from the previously covered chapters and class discussion. A study guide will be given before the exam.

The final will be a written marketing plan for a business or product of your choosing.

**Course and Assignment Schedule:**

	<b>Materials to be read</b>	<b>Assignments</b>
Wk 1: <b>What is marketing?</b>	<b>Marketing:</b> Chapter 1: An overview of strategic marketing Chapter 2: Planning, Implementing, and Evaluating Marketing Strategies.	<i>Discussion question</i> <i>How has your definition of marketing changed?</i>  See canvas classroom for more details.
Wk 2: <b>Where does marketing happen?</b>	<b>Marketing:</b> Chapter 3: The marketing environment Chapter 4: Social responsibility and ethics in marketing	<i>Discussion question</i>  See canvas classroom for more details.
Wk 3: <b>How does one market?</b>	<b>Marketing:</b> Chapter 5: Marketing research and information systems Chapter 6: Target Markets, segmentation and evaluation	<i>Discussion question</i>  See canvas classroom for more details.
Wk 4: <b>How does one market?</b>	<b>Marketing:</b> Chapter 7: Consumer buying behavior	<i>Discussion question</i>  See canvas classroom for more details.
Wk 5: <b>How does one market?</b>	<b>Marketing:</b> Chapter 8: Business markets and buying behavior	<i>Discussion question</i>  See canvas classroom for more details.
Wk 6	<b>MIDTERM</b> <i>The first 6 weeks of this class will no longer be available after this week.</i>	<i>Our class midterm will be housed in canvas.</i>
Wk 7: <b>How does one market?</b>	<b>Marketing:</b> Chapter 10: Digital marketing and social networking	<i>Discussion question</i>  See canvas classroom for more

		details.
Wk 8: <b>How does one market?</b>	<b>Marketing:</b> Chapter 13: Service Marketing	<i>Discussion question</i>  See canvas classroom for more details.
Wk 9: <b>How does one market?</b>	<b>Marketing:</b> Chapter 14: Branding and packaging	<i>Discussion question</i>  See canvas classroom for more details.
Wk 10: <b>How does one market?</b>	<b>Marketing:</b> Chapter 17: Integrated marketing and communications Chapter 18: Advertising and public relations	<i>Discussion question</i>  See canvas classroom for more details.
Wk 11	Chapter 19: Personal selling and sales promotions Chapter 20: Pricing Concepts	
Wk 12	Finals! <b>Chapter 2 will walk you through the creation of your marketing plan.</b>	<i>Please submit in our canvas classroom.</i>

**Instructor(s) Discretion:**

Should it be deemed necessary, the instructor(s) of this course reserves the right to make alterations, at any time, to the course materials or what is contained within this syllabus in order to improve the course itself, the learning environment or the opportunity for student success. If such a change is made, it will be made in a timely manner so as not to impede the learning process or interfere, in any way, with student success.