**ANS 223**

**Equine Marketing**

**Tentative Course Syllabus**

**Course Number:** ANS 223

**Credits:** 2 credits, all online Course

**Instructor:** Jenny Strooband

**Office Hours:** Monday 10-11am; Tuesday 12 - 1pm; Thursday 2-3pm

**Office Location:** White Oak Hall 127C

**Phone:** 541-917-4767

**Books:** *Starting and Running Your Own Horse Business* (McDonald); *Be a Smart Horse Buyer* (Avila)

**Email:** jenny.strooband@linnbenton.edu

**Instructor Website**:<http://cf.linnbenton.edu/mathsci/ansci/stroobj/>

**Moodle**: [http://elearning.linnbenton.edu](http://elearning.linnbenton.edu/)

**Location**: My office is WOH 127C…Stop by anytime!

**Course Goals and Objectives:**

*Welcome to ANS 223, Equine Marketing. Upon successful completion of this course you will be*

*able to:*

Identify a target market and successfully target buyer types.

Use basic economic theory to determine the market value of a horse.

Create a marketing strategy and professional advertisements to aid in selling a horse.

Design a website to help market a business.

Compose professional resumes and cover letters.

**Homework**

Expect weekly assignments over the reading and lecture in this class. Typically, these assignments will be due on Sunday evenings by 10 PM. Slightly late work will be accepted, with significant grade deductions daily. All homework will be turned in using google.docs. I will expect you to be fluent in this technology. I post a tutorial on how to use google.docs in the first week’s webpage. My google.doc user name is Jenny Strooband (WITHOUT ANY NUMBERS BEHIND IT!). Please adjust your google.doc settings so I can comment on your homework.

**Books**

The books for this course are *Starting and Running Your Own Horse Business* (McDonald); *Be a Smart Horse Buyer* (Avila). Assigned readings will start week 2, and will be listed in the Weekly Moodle Page. You can find books in the bookstore, online, or borrow them from the library.

**Quizzes**

There will be 3 online quizzes in this course. You will be given 2 days to complete each quiz. You will be only given one opportunity to take each quiz. There are no exceptions to this policy. It is my expectation that you complete these quizzes INDEPENDENTLY.

**Projects**

There will be 3 projects in the class and they will make up the majority of the grade for this course. I think you’ll enjoy doing them, because they will allow you to get hands on experience in the equine industry. All three of these projects are multi-faceted, and will require time outside of class. Further information will be given as the course progresses.

**Grading**

Quizzes: 3 x 45(ish) = 135(ish) points

Projects: 3 x 100 = 300 points

Homework: 100 points (approximately)

Total: 535 points

Incomplete Grades: An incomplete (I) may be given if the student completes the majority of the coursework, but for some VALID reason misses a portion of the course. Before an “I” is given the student and the instructor must agree on when the work will be completed. If the student does not complete the work they may receive a letter grade for the course.

**Other Information:**

**\*\*\*A Friendly Reminder\*\*\***

I encourage all of you to refer to books, magazines and the Internet to explore material beyond the scope of this class. Just remember, if you use the material in lab write-ups or another written body of work YOU MUST CITE THE AUTHOR AND THE SOURCE. This is important and easy to do.

I trust all of you to be academically honest. Using someone else’s work as your own, using ideas or information without proper citation (plagiarism), or cheating on a lab, quiz, or midterm can lead to your failing the assignment or the class.

From LBCC’s Student Rights, Responsibilities, and Conduct:

**Plagiarism includes both intentional and unintentional acts, such as:**

1. Obtaining a paper on the Internet and turning it in as the student’s own work; this obviously is intentional;

2. Copying sections of another’s original document or electronic file and putting the text into one’s own work without documentation, as if it was one’s own original work;

3. Copying a sentence or an important, exact phrase of two words or more, or a coined word (which may or may not be copy written) without the use of quotation marks and credit;

4. Copying the structure of another’s argument and merely “translating” key words to match one’s own style;

5. Using another’s results in one’s own words without giving him or her credit;

6. Failing to document any borrowing when quoting, paraphrasing, summarizing, or importing and placing a graphic;

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## Tentative Schedule

### Week Date Topic Due

1 1/7 Introduction, Demographics **Wk. 1 HW**

2 1/4 Equine Photo/Video, Buyer Targeting **Wk. 2 HW**

3 1/21 Market Assessment, Ad. Creation **Wk. 3 HW**; **Quiz 1 Due** **1/28**

4 1/28 **QUIZ I**; Marketing **Project 1 Due 2/4**

5 2/4 Marketing Pleasure and Show horses **Wk. 5 HW**

6 2/11 Marketing the breeding Stallion **Wk. 6 HW**; **Quiz 2 Due 2/18**

7 2/18 **QUIZ 2**; Developing Purchasing Contracts **Wk. 7 HW**

8 2/25 Contracts **Project 2 Due 3/4**

9 3/4 Resume Development/Interviews  **Wk 9 HW**

10 3/11 Website Creation **Wk. 10 HW; Quiz 3 Due 3/18**

11 3/18 **Project Three Due by Monday, March 18th at 5:00 PM**

**Quiz 3 Due by 3/18 at 5:00 PM**