

Bergen Community College
Division of Mathematics, Science & Technology
Department of Biology and Horticulture

Horticulture Marketing and Sales (HRT-236)
General Course Syllabus
Revised: Summer 2015

Semester and Year:

Section Number:

Meeting Times & Locations:

Instructor:

Office Location:

Phone:

Office Hours:

Email Address:

Course Description: Fundamental marketing concepts, principles and issues as they relate to Horticulture are studied within the current trends and historic background. The primary asset of a business is its client base and “marketing” works to identify and satisfy client needs and wants. Lectures, readings, and group discussions will be used as well as the development of business marketing plans.

Prerequisites: any HRT course or by permission of instructor

General Education Course: No

Course Credits: 3.0

Hours per Week: 3 hour lecture

Course Coordinator: Linda Wiles

Required Text: None; all materials will be provided in print or as online links.

Supplementary Text: None

Required Laboratory Manual: None; all materials will be provided in print or as online links.

Supplementary Materials: You will need to provide: a class binder for handouts and notes, estimate a 2.5”-3.0” binder and a presentation binder for a business and marketing plan, are required. Reading assignments and handouts of materials will be provided in class and/or available online.

Student Learning Objectives:

The Student will be able to:

1. Understand the role of marketing
2. Describe client needs and wants as they relate to business
3. Demonstrate understanding of processes for analyzing, segmenting and targeting markets
4. Develop pricing strategies

5. Describe and develop promotional strategies
6. Understand and develop a marketing plan
7. Develop a business plan
8. Develop an awareness of social, ethical and environmental issues in services and marketing

Student Assessment Tools:

The above student learning objectives will be generally assessed or evaluated by instructors using a variety of **assessment instruments** including **lecture exams, laboratory exams, quizzes, laboratory reports, written reports, presentations, projects, etc.** The decisions concerning the type or types and number of instruments that are used in a specific section of the course will be left to the instructor of that section. This information, when given by the instructor should be recorded by the student in the **Student Assessment Section** of this document.

Course Content Schedule:

<u>Week</u>	<u>Lecture Schedule</u>
1	Introduction, Review of Syllabus, Business Plan Outline; a Marketing Overview
2	Strategic Planning re Competition for Discretionary Dollars
3	Market Segments and Target Markets
4	Market Research
5	Social Media and Marketing
6	Determining & Managing Client Mix; Managing Client Expectations & Experiences
7	Review, Exam I
8	Setting Prices
9	Promotional Tactics [advertising, public relations, direct marketing, marketing media]
10	Building Customer Loyalty & Quality Service; Retaining Clients & Client Service
11	Managing Seasonal and Cyclical Demand for Services
12	Environment, Ethics and Social Responsibility

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| 13 | Business Plan Presentations |
| 14 | Business Plan Presentations |
| 15 | Review, Exam II; Class Overview and Grades |

Dates & schedule are approximate and are subject to change at the discretion of the professor.

Faculty Addenda:

Lecture Attendance:

Lab Attendance:

Policy Concerning Late Assignments:

Policy Concerning Make-Up Testing:

Safety Information:

Other Class Policies:

Student Assessment:

Lecture Examinations %

Laboratory Component %

Student Project/Report %

Class Participation %

Other %

Total 100%

If you have a medical condition or develop a medical condition during this semester, which prevents you from fulfilling the requirements of this course, you must notify your physician. You and your physician must decide whether or not it is appropriate for you to remain in this course. If the decision is to remain in this course, please obtain a letter from your physician indicating that your continued participation in this course is appropriate and present it to the Department Chair.

College Policies:

Student Responsibility

Students will be held responsible for reading all pertinent information in college publications regarding withdrawals, course drops, college deadlines, and tuition refunds. Students are responsible for compliance with the rules and regulations as stated in college publications.

Absence of Instructor

Students are expected to wait twenty minutes for a faculty member to come to class. If at the end of twenty minutes, the faculty member does not come, the students should sign an attendance sheet, which indicates the course, date, and time. A student should deliver the attendance sheet to the divisional office (A304) if between 9:00 a.m. and 5:00 p.m. or to the Evening Office (C107)

if before 9:00 a.m. or after 5:00 p.m. Students cannot be penalized by faculty for not waiting longer than twenty minutes.

Academic Dishonesty and Plagiarism

Bergen Community College is committed to academic integrity – the honest, fair and continuing pursuit of knowledge, free from fraud or deception. Students are responsible for their own work. Faculty and academic support services staff will take appropriate measures to discourage academic dishonesty. **Plagiarism** is a form of academic dishonesty and may be a violation of U.S. Copyright laws. Plagiarism is defined as the act of taking someone else's words, opinions, or ideas and claiming them as one's own. **Consequences of Violations Academic Integrity**

A. Instructor's Sanctions for a Violation

The faculty member will determine the course of action to be followed. This may include:

- Assigning a failing grade on the assignment;
- Assigning a lower final course grade;
- Failing the student in the course
- Other penalties appropriate to the violation;

In all cases, the instructor shall notify the Vice President of Student Services of the violation and the penalty imposed. The student has the right to appeal the decision of the instructor to the appropriate department head.

B. Institutional Sanctions for Violations

When a violation of academic integrity has been reported regarding a student, the Vice President of Student Services may impose disciplinary penalties beyond those imposed by the course instructor, which may include suspension or dismissal from the College. The student shall have the right to a hearing before the Vice President of Student Services or a designated judicial affairs committee. Judicial procedures governing violations of academic integrity are contained in the student handbook.

Class Attendance

All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course. These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes.

Eating and Drinking

Eating or drinking in classrooms, lecture rooms, laboratories, gymnasium, swimming pool, or passageways is forbidden. Covered beverages only are permitted in the library. Eating and drinking are permitted in cafeteria and vending areas only.

Learning Assistance

Henry and Edith Cerullo Learning Assistance Center

The Tutoring Center, English Language Resource Center, Math Walk-In Center and Writing Center are collectively known as the Henry and Edith Cerullo Learning Assistance Center. The Cerullo Learning Assistance Center is located in the Pitkin Education Building, in Room L-125. The telephone number is (201) 447-7489. The Learning Assistance Center, staffed with peer and professional tutors, offers free individual and group tutoring, supplemental instruction, and online tutoring for subjects offered at the College. The Center provides alternative approaches to problem solving and organizational skills. Tutors help clarify classroom lectures and textbooks and help students prepare for exams. These services build student self-confidence and reduce

fear of failure. The Center is equipped with the latest technology and software, including tapes, books, review sheets, exercises and software.

Services for Students with Disabilities

The Office of Specialized Services/ Deaf Services, located in L-115 in the Pitkin Education Center provides accommodations and auxiliary services to students with disabilities attending Bergen Community College. Students are encouraged to submit documentation to OSS during the early stages of the admission process. The suggested deadlines for submitting documentation are as follows: August 1st for fall semesters, December 1st for spring semesters. For more information please contact our office at 201-612-5270 or at www.bergen.edu/oss.

Sidney Silverman Library

Main Building, Pitkin Education Center, L-wing, 2nd Floor

Paramus Library Hours: (201) 447-7131 or visit

<http://www.bergen.edu/library/calendar/gcal.htm>

Paramus Service Desk: (201) 447-7970

Meadowlands Location: 1280 Wall Street, Lyndhurst 2nd Floor

Meadowlands Library Hours: <http://www.bergen.edu/library/calendar/gcal.htm>

Meadowlands Service Desk: (201) 301-9692

www.bergen.edu/library

Testing Services

The Bergen Community College Office of Testing Services (OTS) is located in Room S-127.

OTS serves the college community by identifying, developing, procuring, administering, processing, and/or evaluating examinations, which meet a variety of administrative and instructional needs. To contact the OTS, please call (201) 447-7202. The Office of Testing Services administers makeup tests as a service for students who, for compelling and exceptional reasons, have missed a scheduled classroom examination. Students must receive prior permission from and make arrangements with their course instructors to take these examinations, under specific conditions, in the Office of Testing Services, Room S-127.

WebAdvisor

WebAdvisor is a web interface that allows students to access information contained in Datatel's Colleague, the administrative database used by Bergen Community College. Students may use WebAdvisor to register for classes, to pay tuition and fees, to view their class schedules, to check grades, to check on progress toward degree requirements, etc. WebAdvisor accounts are available for all students enrolled in credit programs. New students are strongly encouraged to attend an in-person registration or advisement session before using a WebAdvisor account. Eligible students without WebAdvisor user names and passwords may access their WebAdvisor account by going to go.bergen.edu and selecting "I'm new to WebAdvisor." Then, follow the on-screen directions. Check the WebAdvisor FAQ for answers to common questions, such as how to reset your password. Students must have a valid e-mail address on file with the College to use WebAdvisor.