

ANS 223

Equine Marketing Tentative Course Syllabus

Course Number: ANS 223

Credits: 2 credits, an online Course

Instructor: Jenny Strooband

Office Hours: Tuesday and Friday, 10-11am, or by appointment [through this link](#).

Office Location: White Oak Hall 127B or on [Zoom](#).

Phone: 541-917-4767 (but email is preferred)

Books: *Starting and Running Your Own Horse Business* (McDonald)

Email: jenny.strooband@linnbenton.edu

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

Moodle: <http://elearning.linnbenton.edu>

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. Slightly late work will be accepted, with significant grade deductions daily. All homework will be turned in using Moodle. Please let me know if you have any questions.

Books

The book for this course is *Starting and Running Your Own Horse Business* (McDonald). Assigned readings will start week 2, and will be listed in the Weekly Moodle Page. You can find a book in the bookstore, online, or borrow them from the library. There will be other readings assigned online as well.

Quizzes

There will be 3 online quizzes in this course. You will be given 2 days to complete each quiz. You will only be given one opportunity to take each quiz. There are no exceptions to this policy. It is my expectation that you complete these quizzes INDEPENDENTLY from your peers in the course. You are welcome to use all course material for these quizzes.

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: $3 \times 45(\text{ish}) = 135(\text{ish})$ points

Projects: $3 \times 100 = 300$ 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 copyrighted) 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;

LBCC Comprehensive Statement of Nondiscrimination

LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, marital status, disability, veteran status, age, or any other status protected under applicable federal, state, or local laws. For further information see Board Policy P1015 at

<http://po.linnbenton.edu/BPsandARs/>

LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodations through the Center for Accessibility Resources (CFAR) and would like to use your accommodations in this class, please contact your instructor as soon as possible to discuss your needs. If you think you may be eligible for accommodations but are not yet registered with CFAR, please visit the [CFAR Website](#) for steps on how to apply for services. Online course accommodations may be different than those for on-campus courses, so it is important that you make contact with CFAR as soon as possible.

Tentative Schedule

Week	Date	Topic	Due
1	9/27	Introduction, Demographics	Wk. 1 HW
2	10/4	Equine Photo/Video, Buyer Targeting	Wk. 2 HW
3	10/11	Market Assess., Ad. Creation, Quiz 1	Wk. 3 HW
4	10/18	Marketing	<u>Project 1 Due 10/24</u>
5	10/25	Marketing Pleasure and Show horses	Wk. 5 HW
6	11/1	Marketing the breeding Stallion	Wk. 6 HW
7	11/8	<u>QUIZ 2</u> ; Purchasing Contracts	Wk. 7 HW
8	11/15	Contracts	<u>Project 2 Due 11/22</u>
9	11/22	Resume Development/Interviews	Wk 9 HW
10	11/29	Website Creation, Quiz 3	Wk. 10 HW
11	12/6	Project Three Due by Monday, December 6th at 5:00 PM	

Quiz 3 Due by 12/6 at 5:00 PM