Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: Agriculture
   Department: Animal Sciences

2. Course Prefix and Number: ANSC 3150 3. Effective Term: Fall 2013

4. Course Title: Equine Marketing
   Abbreviated Title (30 characters or less):

5. Requested Action:
   - ☐ Renumber a Course
   - ☑ Add a Course
   - ☑ Revise a Course

6. Course Credit:
<table>
<thead>
<tr>
<th>Credit Hours</th>
<th>Weekly or Anticipated</th>
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<tbody>
<tr>
<td>Contact/Group</td>
<td>Scheduled Type</td>
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<tr>
<td>Maximum Hours</td>
<td>(e.g. Lab, Lecture, Practicum, Directed Study)</td>
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<tr>
<td>2 lecture</td>
<td>weekly 2</td>
</tr>
<tr>
<td>2 lab</td>
<td>weekly 1</td>
</tr>
<tr>
<td>Total Credit Hours: 3</td>
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</table>

7. Grading Type: ☑ Regular (ABCDF) ☐ Satisfactory/Unsatisfactory (S/U) ☐ Audit

8. Prerequisites/Corequisites:
   Use "P: " to indicate a prerequisite, "C: " to indicate a corequisite, and "PC: " to indicate a prerequisite with concurrency.
   P: ANSC 1000, ECON 2020

9. Restrictions: List specific restriction in space above.

10. Course Description:
   (30 Words or Less, exactly as it should appear in the Bulletin)
   Practical concepts of equine marketing including evaluating the horse, assessing the market, targeting customers, and presenting the horse.

11. May Count Either:
   (Indicate if this particular course cannot be counted for credit in addition to another)

12. Affected Program(s):
   (Respond "NA" if not included in any program; attach memorandum if more space is required)

13. Overlapping or Duplication of Other Units' Offerings:
   (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
   ☐ Applicable
   ☐ Not Applicable
14. Justification:

After five years of teaching this curriculum, it is apparent that the students would benefit from additional lecture time to better prepare them for the laboratory activities.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources:

No additional resources will be necessary.

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond “Not Applicable”)

16. Student Learning Outcomes:

• Evaluate and compare horse conformation, performance and pedigree to determine suitability for a particular equine activity
• Effectively fit and condition horses for sales, lessons and shows
• Understand and assess market potential of horses and of various equine business enterprises
• Understand techniques to effectively attract and maintain clientele

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:

Week; Lecture Topic

1 Introduction, syllabus, objectives
2 Evaluating conformation
3 Suitability, evaluating performance
4 Pedigree analysis, putting value on parentage; LAB REPORT 1 DUE
5 Management & feeding of the sale horse
6 Sale & lease contracts
7 Print advertising & promotion; LAB REPORT 2 DUE
8 Breeding program and stallion promotion; MIDTERM EXAM
9 Business basics, the business life cycle
10 Business plans, financial records
11 Business, product marketing;
12 Building image & advertising; LAB REPORT 3 DUE
13 Public relations, media relations
14 Monitoring, adapting the marketing plan
15 Non-profits, special cases; LAB REPORT 4 DUE

FINAL EXAM

Week; Lab Activity

1 Safety test
2 Live animal evaluation
3 Performance records
4 Field trip – warmblood studbook inspection
5 Grooming for sale presentation
6 Catalogue sales process
7 Photography for promotion
8 Copy writing horse ads
9 Introduction to eq. bus. case studies
10 Evaluating financial records
11 SWOT analysis
12 Copy writing, web design basics
13 Writing press releases
14 Organizing & promoting special events
15 Field trip – Therapeutic riding facility

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)
18. Assignments / Projects:

Exams: Two exams will be given. The second exam is scheduled during the designated final exam period, but will only cover material from the second half of the semester. Exam questions will be drawn from lecture and demonstration discussions, text reading and course handouts.

Lab Reports: Four lab reports will be assigned to demonstrate skills and knowledge acquired in marketing horses and horse-related businesses. All lab reports are to be typed and formatted in accordance with the assignment directives. Use of proper terminology, spelling, and grammar make up 20% of the assignments’ possible value.

(List all quizzes, projects, reports, activities and other components of the course grade -- including a brief description of each assignment that clarifies its contribution to the course's learning objectives)

19. Rubric and Grading Scale:

Exams
Midterm  100 points
Final    100 points
Lab Reports (4 x 50 points each) 200 points

Grades will be calculated out of 400 possible points:
Grade Points required
A 360-400
B 320-359
C 280-319
D 240-279
F <240

(List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit:  Not applicable

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Student Policy eHandbook, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please consult the Student Policy eHandbook for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g.:hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Student Policy eHandbook will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.
Disability Accommodations: Students who need accommodations are asked to electronically submit their approved accommodations through AU Access and to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. If you have not established accommodations through the Office of Accessibility, but need accommodations, make an appointment with the Office of Accessibility, 1228 Haley Center, 844-2096 (V/TT).
Approvals

Department Chair / Head

[Signature]

Date: 2-21-13

College / School Curriculum Committee

[Signature]

Date: 4-8-13

College / School Dean

[Signature]

Date: 4-9-13

Dean of the Graduate School (for Graduate Courses)

[Signature]

Date

Assoc. Provost for Undergraduate Studies (for Undergraduate Courses)

[Signature]

Date

Contact Person: Dale A. Coleman
E-Mail Address: colemda@auburn.edu

Telephone: 844-1512
Fax: 844-1519
ANSC 3150 Equine Marketing
Fall 2012

Instructor: Betsy Wagner, PhD PAS
Office Hours: most mornings
229 Upchurch Hall
844-7503
elw0001@auburn.edu

Prerequisites: ANSC 1000, ECON 2020

Texts:


Handouts and other materials:
Additional course materials will be made available through Canvas or distributed in class. Consider these to be as valuable as your notes and text book in understanding the material and preparing for exams.

Students will be required to wear boots and long pants when working at the AU Horse Unit.

Course Description:
Practical concepts of equine marketing. Evaluating the product, assessing the market, targeting potential customers, improving and presenting the product.

General Course Objectives:
• Evaluate and compare horse conformation, performance and pedigree to determine suitability for a particular equine activity
• Effectively fit and condition horses for sales, lessons and shows
• Understand and assess market potential of horses and of various equine business enterprises
• Understand techniques to effectively attract and maintain clientele

Grading:
Exams
Exam 1, Wednesday, Oct. 3 100 points
Exam 2, Friday, Dec. 7, 12-2:30 p.m. 100 points
Lab Reports (4 x 50 points each) 200 points

Grades will be calculated as a percentage of 400 possible points. Letter grades will be assigned according to the standard 90-80-70-60 scale.
**Exams:** Two exams will be given. The second exam is scheduled during the designated final exam period, but will only cover material from the second half of the semester. Exam questions will be drawn from lecture and demonstration discussions, text reading and course handouts.

**Lab Reports:** Four lab reports will be assigned to demonstrate skills and knowledge acquired in marketing horses and horse-related businesses. All lab reports are to be typed and formatted in accordance with the assignment directives. Use of proper terminology, spelling, and grammar make up 20% of the assignments’ possible value.

**Academic Honesty Code:** Students are responsible for reading and understanding Auburn University’s policies and procedures regarding academic misconduct and its prevention. This information is available through the Office of the Provost, and can be accessed at [http://www.auburn.edu/academic/provost/academicHonesty.html](http://www.auburn.edu/academic/provost/academicHonesty.html). Cheating and plagiarism are considered serious offenses in the class, and students are expected to pursue their academic work with honesty and integrity. If you have any concerns or questions regarding academic dishonesty, please make an appointment to see me during office hours. I would rather spend my time being helpful and proactive than something else.

During exams, cell phones are to be turned off completely and stored in your bookbag (at home would be better). All personal belongings (coats, books, bags, etc.) will be placed at the front or side of the room for you to pick up after turning in the exam. Please respect your classmates by making the test fair for everyone.

**General Class Rules and Policies**
1. Show up to class. When possible, email me in advance of your absence.
2. Permission for making up missed exams is granted according to university policies as outlined in the Student Policy eHandbook. You will have one week from the day you return to class to present verification of your absence and arrange to make up missed work.
3. Late assignments will automatically be assessed a penalty of 10% of the total possible points for each weekday they are late. For example, an assignment valued at 50 points will be worth a maximum of 45 points when one day late, 40 points when two days late, 25 points when five days late, etc.
4. Questions concerning quiz and exam grades should be asked during the next class period after getting the quiz or exam returned to you.
5. No texting during class. Keep phones silenced during class. Doing otherwise is disrespectful to your classmates and your instructor. Violators will be asked to sing a song of their classmates’ choosing.

**Disability Accommodations**
Students who need accommodations are asked to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. Bring a copy of your Accommodation Memo and an Instructor Verification Form to the meeting. If you do not have an Accommodation Memo but need accommodations, make an appointment with The Program for Students with Disabilities, 1244 Haley Center, 844-2096 (V/TT).
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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Location</th>
<th>Reading</th>
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<tbody>
<tr>
<td>Aug</td>
<td>Class Organization</td>
<td></td>
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<td></td>
<td>Horse Safety</td>
<td>AU Horse Center</td>
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<td></td>
<td>Evaluating Conformation</td>
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<td></td>
<td>Evaluating Conformation</td>
<td>AU Horse Center</td>
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<td>Sept</td>
<td>Labor Day – No Class</td>
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<td>Suitability for various uses</td>
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<td>Evaluating performance</td>
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<td></td>
<td>Pedigree analysis</td>
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<td>Field trip - Dutch Warmblood Inspections</td>
<td>Newnan GA</td>
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<td>Preparing for sales/inspections (mgmt &amp; feeding), lab report #1 due – assessment of horse</td>
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<td>Photographing/presenting the sale horse</td>
<td>AU Horse Center</td>
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<td>Print advertising – sale horses</td>
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<td>Grooming</td>
<td>AU Horse Center</td>
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<td>Oct</td>
<td>EXAM 1</td>
<td></td>
<td>McDonald, Ch. 8</td>
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<td>Promoting and selling horses</td>
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<td>McDonald, Ch. 9</td>
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<td>Breeding operations &amp; stallion promotion</td>
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<td>Sales contracts, lab report #2 due – sales kit</td>
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<td>Pre-purchase exams (Dr. Hanson)</td>
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<td>Business basics, the business life cycle</td>
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<td>McDonald, Ch. 3 &amp; 4; Cordell, Ch. 1-4</td>
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<td>More business basics</td>
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<td>Introduction to business plans</td>
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<td>Marketing</td>
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<td>Cordell, Ch. 5</td>
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<td>Nov</td>
<td>Marketing basics, SWOT analysis</td>
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<td>Cordell, Ch. 10</td>
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<td>Building and implementing a marketing plan lab report #3 due – defining the business</td>
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<tr>
<td>Date</td>
<td>Topic</td>
<td>Notes</td>
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<td>12</td>
<td>Business image and advertising</td>
<td>Cordell, Ch. 6-8; McDonald, Ch. 1 &amp; 2</td>
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<tr>
<td>Nov 14</td>
<td>Public relations</td>
<td>Cordell, Ch. 9</td>
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<td>19, 21</td>
<td>Monitoring of marketing plan</td>
<td></td>
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<tr>
<td>26</td>
<td>Equine business advisory team &amp; insurance concerns (Bell)</td>
<td>Cordell, Ch. 10 &amp; 11</td>
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<tr>
<td>28</td>
<td>Non-profits (Storybook Farm); Review for exam</td>
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<td>Lab report #4 due – business marketing plan</td>
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Dec 7  (Friday) EXAM 2 – 12-2:30 p.m.

All classes meet in 220 Upchurch unless otherwise noted or announced during the preceding class period.