

SIERRA NEVADA COLLEGE
COURSE SYLLABUS
SKI BUSINESS & RESORT MANAGEMENT
SBRM 330: RESORT MARKETING & SALES
CRN: 80142 (3 Credits)
PREREQUISITES: SBRM 315, MKTG 201
FALL SEMESTER 2014
THURSDAY, 4-6:45PM
TCES 206

PROFESSOR: TIM COHEE (ASSOCIATE), PROGRAM CHAIR, SBRM
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OFFICE: TCES 220
OFFICE HOURS: WEDNESDAY, 12-3:30PM, THURSDAY, 12-3:30PM; BY APPOINTMENT

COURSE DESCRIPTION:

A senior management view into the exciting world of mountain resort marketing and sales, including major topics such as brands, positioning, competition, success and failure, budgets, research, new products, service, targeting, retention and much more. Look forward to several experts from Vail Resorts to speak throughout the semester in a variety of marketing disciplines.

PROFESSOR BACKGROUND:

In addition to his role as Program Director for Ski Business & Resort Management at SNC, Tim Cohee, a 35 year mountain resort industry veteran, is Owner, CEO & General Manager of China Peak Mountain Resort located in Lakeshore, California. He was President, COO & General Manager of Kirkwood Mountain Resort in Lake Tahoe from 1993-2010; prior to that period he was widely recognized as one of the mountain resort industry's leading marketing executives dating back to 1979 at top resorts including Snow Summit, Bear Mountain, Heavenly and Sunday River.

Cohee is a member of the Executive Committee for the Board of Directors of the California Ski Industry Association, and is a member of the National Ski Areas Association Board of Directors. He is a member of the Tourism Advisory Board at Cal Poly, San Luis Obispo, and is a Mentor for the Entrepreneurship Program at California State University, Fresno.

STUDENT OUTCOMES:

Upon completion of SBRM 330 students will have a thorough understanding of the critical role marketing and sales plays in the mountain resort business as the key driver in generating revenues, building lasting brands, competing effectively and taking its place at the elite senior management table, along with general management, human resources and finance.

COURSE MODULE:

Given the availability of guest speakers and outside material, this course will cover the following topics:

- Building quality brands
- Marketing strategy
- Marketing plans & budgeting
- Competing effectively
- Market research & analysis
- Pricing strategies
- Advertising, promotions & press relations
- Websites & social media
- Special events
- New products
- Customer retention
- Profit center marketing

GRADING:

As is the case in all SBRM courses, attendance is a critical component of success, as there are no outside textbooks. The professor's background of over three decades in mountain resort

management provides the knowledge base, with a series of reprints from industry periodicals and outstanding guest speakers rounding out the curriculum. In addition to attendance, participation plays a key role in learning.

Over the course of the semester there will be quizzes covering topics discussed in class, designed to challenge student's understanding of the course material. A final exam will close out the semester.

Course grading:

Attendance:	10%
Assignments, Projects:	20%
Mid Term:	30%
Final:	40%

FINAL EXAM: FRIDAY, DECEMBER 12, 6:30-9:30PM

ATTENDANCE AT THE FINAL IS MANDATORY; SNC WILL NOT ACCEPT ANY EXCUSES NOT PREVIOUSLY APPROVED BY THE CHAIR OF THE BUSINESS DEPARTMENT, INCLUDING TRAVEL HOME, ETC. ANY STUDENT WHO DOES NOT ATTEND THE FINAL WITHOUT PRIOR APPROVAL WILL RECEIVE AN 'F' AS A FINAL GRADE.

ATTENDANCE:

Given this course meets only once per week, attendance becomes more critical than in courses meeting 2 or 3 times per week. Each student is allowed to miss one class for any reason. After that, each absence will result in a final grade markdown of .5. The only exception to this policy is prolonged, serious illness or injury. Picking up family or friends at the airport, or car trouble, for example, are not viable exceptions.

CLASS PARTICIPATION:

As with other high level courses at the university level, the SBRM curriculum covers a wide variety of case studies of both success and failure covering decades of industry experiences. With both the instructor and guest speakers, students are strongly encouraged to actively engage in conversation, challenging the outcomes of such cases, increasing the value of the learning experience.

SNC MISSION STATEMENT:

Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. SNC combines the **liberal arts** and **professional preparedness** through an interdisciplinary curriculum that emphasizes **entrepreneurial thinking** and environmental, social, economic and educational **sustainability**. SNC's four core themes are emphasized in **bold** text.

SPECIAL ACCOMMODATIONS:

In accordance with the American Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. If a student wishes to request an accommodation, please contact the Coordinator of Academic Support Services, Henry Conover, at (775) 831-1314, x. 7534, hconover@sierranevada.edu or go to the OASIS office on the 3rd floor of the Prim Library within the first week of the semester.

THE HONOR CODE:

The faculty of SNC believes students must be held to high standards of integrity in all aspects of college life in order to promote the educational mission of the college and to encourage respect for the rights of others. Each student brings to the SNC community unique skills, talents, values and experiences which when expressed within the community, contribute to the quality of the educational environment and the growth and development of the individual. Students share with members of the faculty, administration and staff the responsibility for creating and maintaining an environment conducive to learning and personal development, where actions are guided by mutual respect, integrity, responsibility and trust. The faculty and students alike must make diligent efforts to ensure high standards are upheld by their colleagues and peers and well as themselves. Therefore, faculty and students accept responsibility for maintaining these standards at SNC and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

CONSEQUENCES FOR VIOLATING THE STUDENT HONOR CODE:

SNC students and faculty share the responsibility of maintaining an environment of academic honesty. Thus, all are responsible for knowing and abiding by the SNC Faculty/Student Honor Code published in the current SNC catalog. Faculty is responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes and reporting all incidents of academic dishonesty to the Provost. Students are responsible for knowing what

constitutes cheating, plagiarism and fabrication and for refraining from these and other forms of academic dishonesty. Violations of the honor code become part of the student's academic record.

1st Offense: Student receives a zero for assignment/exam and counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

2nd Offense: Student fails course and receives counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

3rd Offense: Student is expelled.

SNC EMAIL SYSTEM:

The SNC email system is the official communication vehicle among students, faculty members and the administrative staff and is designed to protect the confidentiality of student information as required by the Family Educational Rights and Privacy act of 1974 (FERPA).

Students have the right to forward their SNC email to another email account, however confidentiality of student information protected by FERPA cannot be guaranteed for SNC email forwarded to an outside vendor. Having email redirected does not absolve a student from the responsibilities associated with official communication sent to his or her SNC email account.