

SIERRA NEVADA COLLEGE COURSE SYLLABUS

SKI BUSINESS & RESORT MANAGEMENT

FALL SEMESTER, 2017

SBRM 330: RESORT MARKETING & SALES,

ASSISTANT PROFESSOR: TIM COHEE, PROGRAM CHAIR, SBRM

CLASSROOM: TCES 215

CLASS TIME: MONDAY-WEDNESDAY, 1-2:15PM

OFFICE: TCES 220

OFFICE HOURS: MONDAY/WEDNESDAY, 8-9:45AM, 2:15-3:45PM, BY APPOINTMENT

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COURSE DESCRIPTION:

How important is a brand? Who is your competition? Does a great website really make a difference? Do resorts still use conventional advertising methods? How do I change my image? What's the most effective way to spend my marketing dollars? Should I be aggressively selling? Should I hire all my needs in house, or use consultants? Does marketing really work? Is social media the answer to all marketing?

These questions and many, many more will be answered during this exciting semester as we take students deep into the world of mountain resort marketing. You'll not only learn the ins and outs of high powered resort marketing operations, but you'll also hear firsthand from the pros that have done it, as well as a number of case studies where marketing produced legendary results, or were giant flops.

STUDENT OUTCOME:

At the end of this course, students will understand thoroughly how to create value in marketing, be skeptical of every dollar, create effective budgets, know how to allocate those budgets, know what to look for in marketing and sales talent, and perhaps most importantly, have a clear understanding of what marketing can and cannot do.

PROFESSOR BACKGROUND:

Tim Cohee has been Program Chair of Ski Business & Resort Management at Sierra Nevada College for the past decade, and has been teaching at SNC since 2005. He began his mountain resort industry career in 1974, moving into management in 1979. The 2017/18 season will mark his 44th consecutive year in this exciting industry,

highlighted by 39 years in senior management, 17 years as President of Kirkwood Mountain Resort, and for the past 7 years Managing Partner, CEO & General Manager of China Peak Mountain Resort in Lakeshore, California. He has served on over two dozen industry related boards and committees, and is currently a member of the National Ski Areas Association and California Ski Industry Association Board of Directors, as well as a member of the Executive Committee of the California Ski Industry Association. He is widely recognized as a leader among the mountain resort industry; specific to this course, prior to becoming President of Kirkwood, Cohee was from 1979-1993 one of the resort industry's top marketers, responsible for some of the greatest growth stories in the past 40 years in American skiing.

COURSE TEXTBOOK:

There are no textbooks in the SBRM curriculum, however the professor will provide a series of handouts, articles and websites to add to the in class curriculum. In addition, a cornerstone of the SBRM program is the Vail Guest Speaker Forum, featuring over two dozen leaders from the Vail/Tahoe resorts who share their experience and expertise with SBRM students. Other top managers from Tahoe resorts will also offer their wisdom, including Diamond Peak, Sugar Bowl, Homewood, Boreal and Sierra-at-Tahoe.

COURSE GRADES:

There will be a mid-term, final, class attendance, participation and weekly assignments that determine the overall grade.

GRADING POLICY:

MID TERM:	25%
FINAL:	40%
ASSIGNMENTS:	15%
ATTENDANCE:	10%
PARTICIPATION:	10%

CLASS SCHEDULE (SUBJECT TO CHANGE):

Week of:

AUGUST 21:	Over view of resort marketing & sales
AUGUST 28:	What's in a brand?
SEPTEMBER 4:	Marketing organizations
SEPTEMBER 11:	Marketing Plans
SEPTEMBER 18:	Events
SEPTEMBER 25:	Social Media
OCTOBER 2:	Case Studies
OCTOBER 9:	Communications
OCTOBER 16:	Mid Term
OCTOBER 23:	Competition
OCTOBER 30:	Brands
NOVEMBER 6:	Pricing
NOVEMBER 13:	Marketing Strategies
NOVEMBER 20:	THANKSGIVING BREAK
NOVEMBER 27:	Differentiation
DECEMBER 4:	Research
DECEMBER 11:	Final Exam, December 16

Sanctions for Cheating and/or Plagiarism

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 as well as themselves. Therefore faculty and students accept responsibility for maintaining these standards at Sierra Nevada College and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

Consequences of Violating the Student Honor Code

SNC students and faculty share the responsibility for 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 are responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes AND for reporting all incidences 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 a 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.

Grading Policy

Describe how you determine a student's grade in this class.

ADA Accommodations

In accordance with the Americans with 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 Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, hconover@sierranevada.edu, office in Prim Library: PL-304.

The SNC Email System

The SNC email system is the official communication vehicle among students, faculty members and administrative staff and is designed to protect the confidentiality of student information as required

by the Family Educational Rights and Privacy Act of 1974 Act (FERPA). Students should check their college email accounts daily during the school year.

Students have a right to forward their SNC e-mail to another e-mail account (for example, @hotmail or @gmail). However, confidentiality of student information protected by FERPA cannot be guaranteed for SNC e-mail 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.

The Sierra Nevada College Mission Statement:

Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. Sierra Nevada College combines the liberal arts and professional preparedness through an interdisciplinary curriculum that emphasizes entrepreneurial thinking and environmental, social, economic and educational sustainability.

The Core Themes:

Liberal Arts	Professional Preparedness
Entrepreneurial	Thinking Sustainability