

## SYLLABUS

<b><u>Name of Course:</u></b>	CPP 319 – Marketing Systems
<b><u>Length of Course:</u></b>	22 hours, 1.5 units
<b><u>Course Description:</u></b>	This course will provide theory and application of marketing concepts and strategies used to build a successful business. Participants will learn topics such as the 7 P's, branding, statistical analysis, and participate in a final project that require application of learned concepts in the research and drafting of a professional marketing plan focused on their time in the Life West Health Center. This course combines real time planning and execution with marketing theory.
<b><u>Prerequisites:</u></b>	CPP 318
<b><u>Course Offered by:</u></b>	Department of Chiropractic Philosophy and Principles
<b><u>Required Text:</u></b>	None
<b><u>Recommended Text:</u></b>	Robert Cialdini, <i>Influence: The Psychology of Persuasion</i> Rieva Lesonsky <i>Start Your Own Business 4<sup>th</sup> Edition, 2007</i> Michael Meyers, D.C. <i>Into Practice, 2007</i>
<b><u>Reference Texts:</u></b>	Michael Port <i>Book Yourself Solid 2<sup>nd</sup> Edition, 2011</i>
<b><u>Materials:</u></b>	Internet access
<b><u>Method of Instruction:</u></b>	Lecture, classroom exercises and activities as well as some take home exercises.

### **Evaluation/Grading Criteria:**

You will be graded on the major project as assigned in the first session of class and through weekly quizzes given at the beginning of every class. Currently there is no formal midterm or final exam for this class at this time (*subject to change*). The course grade is based on the completion of the marketing plan as will be discussed in detail in the first class session.

**Marketing Plan Project = 100 Points**

**Quiz Points = 100 Points**

*Weekly 10-point quizzes will be conducted immediately at the beginning of each class session, at 7:30 am and will be based on suggested reading assignments as well as lecture material presented in the previous class session. Students who are tardy will not be allowed to make up the quiz, nor will the instructor re-start a quiz from the beginning for any student who enters class during the quiz.*

**Total points for course = 200**

**Grading Procedure:** – Based on College Policies

A Superior work	90 - 100%
B Above average work	80 - 89%
C Average work	70 - 79%
F Failure – must repeat	69% or below

In order to maintain **Satisfactory Academic Progress**, a student must maintain a 2.0 or better in each and every course. **Any grade less than a C must be remedied by repeating the class.** Please refer to Satisfactory Academic Progress (**Policy ID: OAA.0006**)

Grades and the Grading System Final Grades are available online through the CAMS student portal. If there are any questions on grading procedures, computation of grade point average, or the accuracy of the grade report, please contact the Registrar’s Office or the Office of Academic Affairs. Grades will be reported and evaluation will be based on the Academic Policies, Procedures, & Services. Please refer to Evaluation Policy (**Policy ID: OAA.0007**)

**Successful completion of this course requires that you:**

- Attend class (On time - More than 10-minutes late will count as an absence)
- Complete final project, conforming to all requirements, on the date assigned
- Receive satisfactory scores on quizzes
- Participate actively in class discussions and/or activities
- Follow all outlined policies and formats regarding

**Attendance:** Please refer to Attendance Policy (**Policy ID: OAA.0002**)

**Conduct and Responsibilities:** Please refer to the Personal Conduct, Responsibility and Academic Responsibility Policy (**Policy ID: OAA.00003**)

**Make-up Exams:** Please refer to Make-up Assessment Policy (**Policy ID: OAA.0001**)

**Request for Special Testing:** Please refer to Request for Special Testing (**Policy ID: OAA.0004**)

**Accommodation for Students with Disabilities:**

If you have approved accommodations, please make an appointment to meet with your instructor as soon as possible. If you believe you require an accommodation, but do not have an approved accommodation letter, please see the Academic Counselor Lori Pino in the Office of Academic Affairs. Contact info: [Lpino@lifewest.edu](mailto:Lpino@lifewest.edu) or 510-780-4500 ext. 2061. Please refer to Service for Students with Disabilities Policy (**Policy ID: OAA.0005**)

**Electronic Course Management:**

**Canvas** is LCCW’s Learning Management System (LMS). Canvas will be used throughout the quarter during this course. Lectures, reminders, and messages will be posted. In addition, documents such as the course syllabus and helpful information about the class project will be posted. Students are expected to check Canvas at least once a week in order to keep updated. The website address for Canvas is <https://lifewest.instructure.com/login/canvas> Please refer to the Educational Technologies Policy (**Policy ID: OAA.0009**)

**Course Goals:** The goal of this course is to provide a firm understanding of the principles of marketing for a small business and develop marketing and promotional systems specifically for the chiropractic business.

**Weekly Learning Objectives:** Course outline, activities, and guest events are subject to change.

**Week 1:** Introduction of course and weekly objectives. Presentation of the marketing plan project and discussion of the grading rubric. In addition, the student will also better understand principles of marketing, the marketing mix, and situational analysis.

**Week 2:** In this session, the participant will continue to learn about the basic principles of marketing and business operations, including macroeconomic factors in marketing activities as well as methods and directives to research demographics, target markets, and competitors. Additionally the student will also begin discussing different forms of marketing including word-of-mouth and the concept of social proof.

**Week 3:** Guest lecturer Dr. Mary Flannery on the art of storytelling.

**Week 4:** Guest lecturer Dr. Mary Flannery will conduct a workshop on storytelling for the chiropractic practice.

**Week 5:** The student will learn the art of the spinal screening event with guest lecturer Kimberly Goreham.

**Week 6:** Students in this session will be presented the sales cycle and begin the process of implementing sales techniques into their languaging. Students will learn moral and ethical persuasion techniques, specifically reciprocation and social proof.

**Week 7:** Students in this session will focus on networking strategies for success. Additionally participants will also explore additional persuasion techniques, including commitment and consistency and liking.

**Week 8:** Students will finish their foray into persuasion techniques with lectures and discussion on authority and scarcity. Common marketing events for the chiropractic business will also be detailed and discussed.

**Week 9:** This session will be focused on internet marketing strategies commonly used for the chiropractic business. Strategies for facebook, yelp, twitter, and google etc. will be presented and discussed.

**Week 10: Marketing plan due at beginning of class.** Students will present the results of their marketing plans and detail their objectives and goals to their peers.

**Student Learning Outcomes (SLO):** At the completion of the CPP-319 course, a student should be able to:

1. Understand and analyze the foundations of marketing, including the marketing mix, situation analysis, networking and concepts of storytelling and persuasion. [PLO: 6,9]
2. Draft a professional marketing plan specific to their time in the Life West Health Center [PLO: 4,9]
3. Conceptualize best practices in chiropractic marketing, including the spinal screening, health talks, social media and networking. [PLO: 4,6,9]

**Program Learning Outcomes (PLO):** Students graduating with a Doctor of Chiropractic degree will be proficient in the following:

- 1. ASSESSMENT AND DIAGNOSIS:** An assessment and diagnosis requires developed clinical reasoning skills. Clinical reasoning consists of data gathering and interpretation, hypothesis generation and testing, and critical evaluation of diagnostic strategies. It is a dynamic process that occurs before, during, and after the collection of data through history, physical examination, imaging, laboratory tests and case-related clinical services.
- 2. MANAGEMENT PLAN:** Management involves the development, implementation and documentation of a patient care plan for positively impacting a patient's health and well-being, including specific therapeutic goals and prognoses. It may include case follow-up, referral, and/or collaborative care.
- 3. HEALTH PROMOTION AND DISEASE PREVENTION:** Health promotion and disease prevention requires an understanding and application of epidemiological principles regarding the nature and identification of health issues in diverse populations and recognizes the impact of biological, chemical, behavioral, structural, psychosocial and environmental factors on general health.
- 4. COMMUNICATION AND RECORD KEEPING:** Effective communication includes oral, written and nonverbal skills with appropriate sensitivity, clarity and control for a wide range of healthcare related activities, to include patient care, professional communication, health education, and record keeping and reporting.
- 5. PROFESSIONAL ETHICS AND JURISPRUDENCE:** Professionals comply with the law and exhibit ethical behavior.
- 6. INFORMATION AND TECHNOLOGY LITERACY:** Information literacy is a set of abilities, including the use of technology, to locate, evaluate and integrate research and other types of evidence to manage patient care.
- 7. CHIROPRACTIC ADJUSTMENT/MANIPULATION:** Doctors of chiropractic employ the adjustment/manipulation to address joint and neurophysiologic dysfunction. The adjustment/manipulation is a precise procedure requiring the discrimination and identification of dysfunction, interpretation and application of clinical knowledge; and, the use of cognitive and psychomotor skills.
- 8. INTERPROFESSIONAL EDUCATION:** Students have the knowledge, skills and values necessary to function as part of an inter-professional team to provide patient-centered collaborative care. Inter-professional teamwork may be demonstrated in didactic, clinical or simulated learning environments.
- 9. BUSINESS:** Assessing personal skills and attributes, developing leadership skills, leveraging talents and strengths that provide an achievable expectation for graduate success. Adopting a systems-based approach to business operations. Networking with practitioners in associated fields with chiropractic, alternative medicine and allopathic medicine. Experiencing and acquiring the hard business skills required to open and operate an on-going business concern. Participating in practical, real time events that promote business building and quantifiable marketing research outcomes
- 10. PHILOSOPHY:** Demonstrates an ability to incorporate a philosophically based Chiropractic paradigm in approach to patient care. Demonstrates an understanding of both traditional and contemporary Chiropractic philosophic concepts and principles. Demonstrates an understanding of the concepts of philosophy, science, and art in chiropractic principles and their importance to chiropractic practice.