

SAN DIEGO COMMUNITY COLLEGE DISTRICT
CONTINUING EDUCATION
COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER

BUSN 543

COURSE TITLE

MARKETING FOR SMALL BUSINESS

TYPE COURSE

NON-FEE

VOCATIONAL

CATALOG COURSE DESCRIPTION

This course is designed to provide the small business owner with the necessary skills to market their product or service as well as to develop the marketing section of a comprehensive business plan for their business. Emphasis will be placed on conducting market research; identifying and segmenting profitable target markets; creating an effective marketing mix; critically evaluating sample marketing plans; and developing a comprehensive marketing plan. (FT)

LECTURE HOURS

LABORATORY HOURS

3 hours per week
(for 18 weeks or a minimum of 54 hours)

ADVISORY

NONE

RECOMMENDED SKILL LEVEL

NONE

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility
SDCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.
2. Effective Communication
SDCE students demonstrate effective communication skills.

INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

3. Critical Thinking
SDCE students critically process information, make decisions, and solve problems independently or cooperatively.
4. Personal and Professional Development
SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self advocacy skills to cope with changing situations in their lives.

COURSE GOALS

The goal of this course is to provide small business owners with the skills necessary to market a product or service and to provide a structured approach for actively developing their own comprehensive marketing plan.

COURSE OBJECTIVES

Upon successful completion of this course, the students will be able to:

1. Define each component of the marketing mix.
2. Summarize the major sources of secondary marketing information available.
3. Conduct market research for a small business.
4. Identify potential target markets and justify or criticize the various alternatives.
5. Segment the identified target market and justify the most profitable alternatives.
6. Develop an effective marketing mix for a small business and justify the decision on each element.
7. Explain the importance of a marketing plan.
8. Critically evaluate sample marketing plans in order to identify strengths and weaknesses.
9. Develop an effective, comprehensive marketing plan which contains all necessary elements.

SECTION II

COURSE CONTENT AND SCOPE

1. The Marketing Environment
 - 1.1. The marketing process
 - 1.2. The environment for marketing decisions
 - 1.2.1. Competitive strategies
 - 1.2.2. Legal environment
 - 1.2.3. Economic factors
2. Identifying Consumer Needs
 - 2.1. Marketing planning and forecasting
 - 2.2. Marketing research

COURSE CONTENT AND SCOPE (CONTINUED)

3. Market Segmentation and Consumer Behavior
 - 3.1. Consumer markets
 - 3.2. Industrial markets
 - 3.3. Understanding consumer behavior
4. Product/Service Strategy
 - 4.1. Product life cycle
 - 4.2. Elements of a strategy
5. Distribution Strategy
 - 5.1. Wholesaling
 - 5.2. Retailing
 - 5.3. Management of distribution
6. Promotional Strategy
 - 6.1. Elements of a strategy
 - 6.2. Relationship to personal selling
7. Pricing Strategy
 - 7.1. Pricing objective
 - 7.2. Elements of a strategy
 - 7.3. Different pricing models
8. The Importance of a Sound, Comprehensive Marketing Plan
9. Anatomy of a Winning Marketing Plan
10. What Investors and/or Lenders Look for in a Marketing Plan
11. Marketing Plans That Turn Lenders/Investors On vs. Plans That Turn Them Off
12. The Elements of a Comprehensive Marketing Plan
 - 12.1. Market potential and influences
 - 12.2. Demographics
 - 12.3. Competition
 - 12.4. Customers
 - 12.5. Advertising plan
 - 12.6. Sales policy
 - 12.7. Pricing
13. Writing and Editing Your Marketing Plan

APPROPRIATE READINGS

NONE

WRITING ASSIGNMENTS

NONE

OUTSIDE ASSIGNMENTS

NONE

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

NONE

EVALUATION

Students will be evaluated on their ability to conduct market research for a small business; identify and segment profitable target markets; create an effective marketing mix; critically evaluate sample marketing plans in order to identify strengths and weaknesses; and develop a comprehensive marketing plan which contains all necessary elements.

METHOD OF INSTRUCTION

The primary methods of instruction will be lectures, guest speakers, student presentations, small group analysis, films, class discussions, and field trips.

TEXTS AND SUPPLIES

There is no text. However, the instructor will provide a class syllabus, handouts, and Small Business Administration materials.

PREPARED BY Linda Scott DATE 10/92

REVISED BY Instructional Services/SLO's Added DATE March 6, 2014

REVISED BY _____ DATE _____

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100
California Community Colleges, Title 5, Section 55002
Continuing Education Catalog